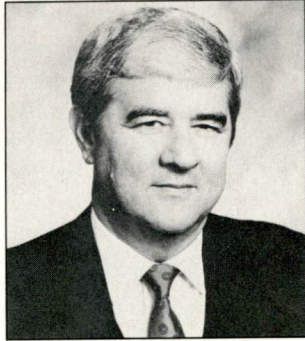


THE Toastmaster

JUNE 1989



Lessons Learned
from a Dying
College Club



The Best Is Yet To Be

Grow old along with me! The best is yet to be...

Robert Browning

Many prophets of doom and gloom would have us believe our world and its people are in a decline. I, however, choose to believe that the future is bright and that today's world is predominantly positive.

In 1980, when preparing for my year as District 11 Governor, I searched for a concept that would epitomize this positive attitude. Robert Browning's expression, "The best is yet to be," was the result—a rallying cry for the belief that wonderful horizons are yet to be discovered and explored. This thought conveyed a spirit of optimism and expectancy, a promise of progressive opportunity and a challenge to prepare for the future.

Books, songs and poems dealing with these subjects have always been popular, and optimism has always been a desirable attribute in managers, teachers and leaders. Our attitudes toward the people in our club, classroom or office determine how effective we are at motivating them. If people know we expect good things from them, they usually will go to great lengths to live up to our expectations.

So, rule number one for becoming more optimistic and more effective is to expect the best from the people you lead. Constant affirmation increases courage, and courage is the backbone of confidence. When a person gets in a tight place and says, "I must, I can, I will," he reinforces his courage, strength and confidence.

People are motivated by progressive opportunity: the chance to advance when seeking employment with well-known companies, pursuing specific careers, continuing education or saving money. Even joining a Toastmasters club is done in the hope of future advancement opportunities due to enhanced communication skills.

Don't wait for your opportunity—make it! Creating your own opportunities is crucial to success in any endeavor.

Indiana University basketball coach Bobby Knight, when asked the secret to his teams' successes, was expected to name qualities such as desire or talent. The interviewer suggested it might be the will to win. Coach Knight, however, said anyone could play when in the spotlight with fans cheering in the stands. Instead, he attributed the teams' success to the players' "will to prepare," explaining that the team whose players are disciplined and devoted to giving their all when practicing is prepared to win when the opportunity comes.

Our organization will undergo many changes in the near future: the new World Headquarters building, the new District programs and the new officer format emphasizing public relations. Adjustments will be necessary and it will take some time to get used to these changes. But if we prepare our thinking and look to the future with a spirit of expectancy and optimism, we will be **Touching Tomorrow Today**.

TOM B. RICHARDSON, DTM
International President

THE Toastmaster

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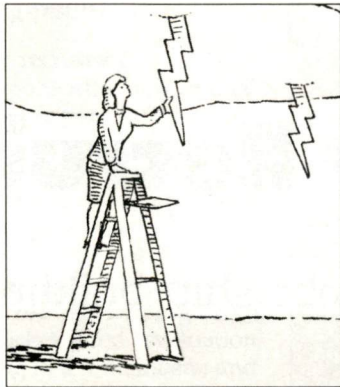
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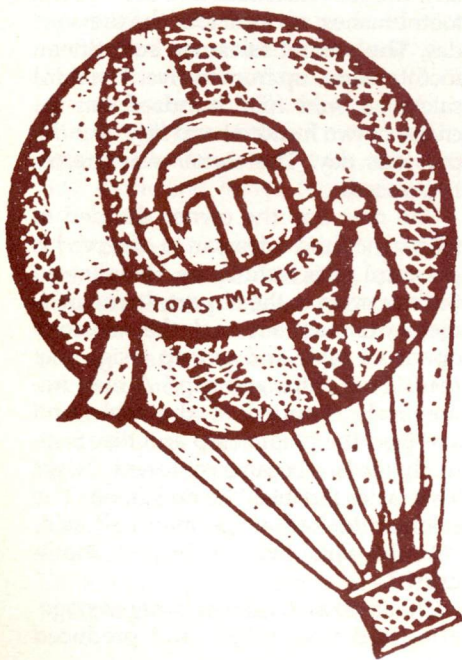
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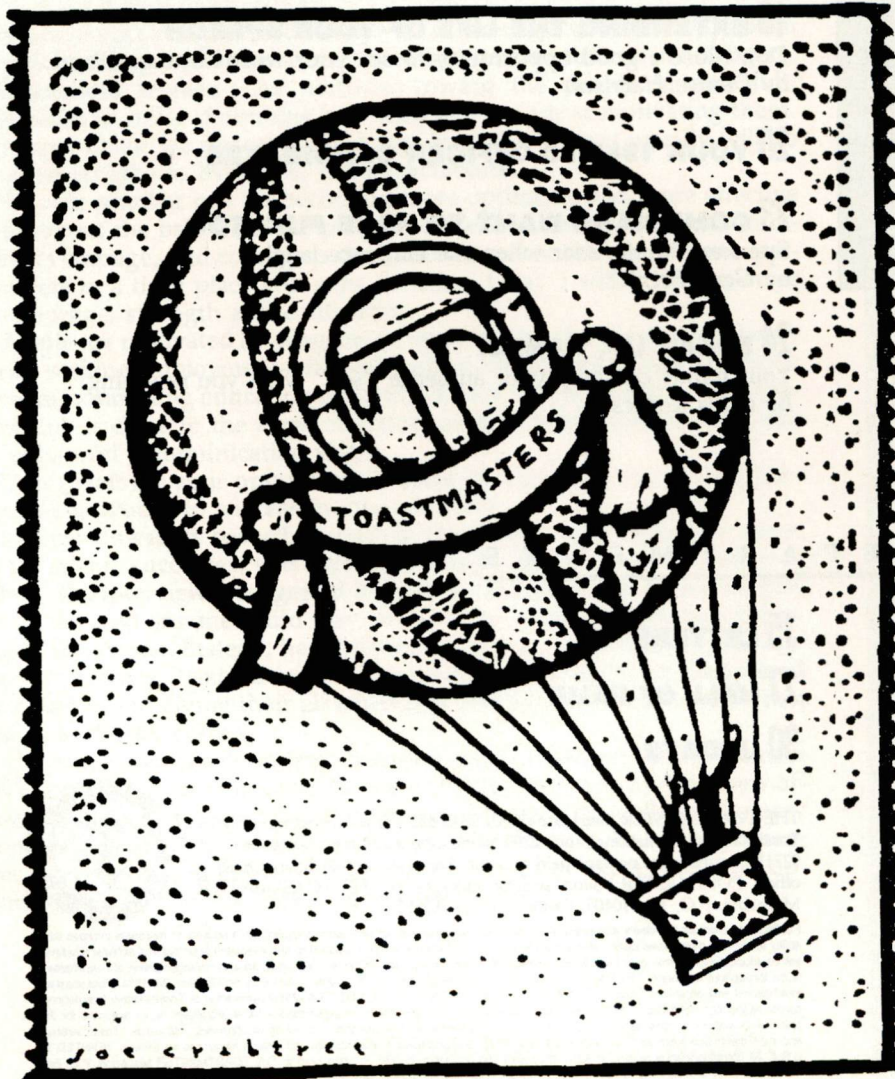
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REACH FOR THE SKY

Become a Master Recruiter!

A Toastmaster shares tips on membership building.

BY ALLAN KAUFMAN, DTM



A man started a toothbrush company and hired three salesmen. He gave them instructions and sent them on their way. At the end of the first day, he asked each of them, "So, how many toothbrushes did you sell today?"

The first salesman said he sold four toothbrushes. The second salesman sold twelve. The third said he sold a hundred and fifty toothbrushes, which amazed the owner and the other two salesmen. The owner thought it was beginner's luck. At the end of the next day, the first salesman had sold eleven toothbrushes, up from four the previous day. The second salesman sold fifteen toothbrushes, up from twelve. The third salesman sold four hundred, an increase of two hundred and fifty over the previous day. The owner was greatly impressed.

The next day the owner decided to follow the third salesman to observe his powerful sales techniques. He followed the salesman to the airport. In the middle of the main terminal, the salesman opened a table and put up a sign that read "Free chips and dip." A man immediately stopped at the table and sampled the potato chip and dip. Suddenly his face became contorted. "Ugh! This tastes terrible!" he exclaimed. The salesman looked at the man and said, "Would you like to buy a toothbrush?"

The first two salesmen were average. The third was unique and produced

outstanding results. His philosophy can be applied to Toastmasters as well: You can be an average recruiter of members, or you can use unique methods to produce outstanding results.

Earn awards for recruiting

A fun way of sponsoring new or dual members is to participate in Toastmasters 1989 annual membership drive, "Reach for the Sky." By participating, you not only benefit your club and district by bringing in new members, you receive recognition by World Headquarters in the process. (A membership building pin for recruiting five members; a pocket-sized evaluation folder for bringing in ten members; and a necktie, scarf or wood calendar for recruiting fifteen or more members.)

District 18 parallels this promotion with its own awards: a blue Toastmasters zippered portfolio, a Toastmasters mug, and dinner for two at the Spring Conference. In addition, those who bring in fifteen or more members are honored at a "Tie and Scarf" breakfast at the Spring Conference.

To be a master recruiter and win these awards, you need to know why it's important to build membership. You also need to know how to recruit new members and how to use good meetings to enhance membership building opportunities.

Why new members are important

Membership growth benefits Toastmasters International, our districts and clubs. The increased revenues to the organization allow for more and better educational programs to be developed for members' self-improvement. With increased revenues, Toastmasters International can provide more money to the districts; the districts, in turn, can provide more and better training for its members.

At the club level, recruiting new members is critical. Members leave the organization for various reasons: they move or get transferred from their jobs or they reach their initial goals, do not set new ones, get bored and quit.

Have you ever had a meeting with four members present? It's very difficult having three speakers, three evaluators, a Toastmaster of the day, a general evaluator, a Table Topics chairman, a vote counter, a timer, a grammarian and Table Topics participants with a total of four people! A minimum of 20 members

Continued on page 22

Reel New Members In But Don't Leave Them Reeling

BY MARY THAYER, CTM

Many talented potential Toastmasters enthusiastically join a club, attend a few meetings—and then never show up again.

These hopeful Toastmasters whose lives could be brightened and their futures enhanced quit before they have belonged to a club long enough to realize the benefits involved. The members miss these valuable people and look at each other and ask, "Why didn't they come back?"

Maybe that is the problem. We often don't look beyond that question. Put yourself in those potential members' place. Remember your first visit to a Toastmasters meeting? You were impressed with the tremendous, unrehearsed show; two hours full of humor and knowledge. You wanted to be part of this stimulating group, so you joined.

The initial thrill of belonging to this prestigious group became a threat when you were assigned your first job as "ah" counter. Desperately trying to listen for ah's, but's, and's and long pauses and connect them with the offender's name, you didn't hear a word of what was said at the meeting. You asked yourself, "Is this what it's like being a Toastmaster? Why—it's a two-hour blackout!"

Things got worse. You gave your "icebreaker." You turned to ice days before the speech and didn't thaw until you were safely seated after giving it. You wondered if Toastmasters was for you. This was suffering, but you stayed with it.

Months went by and the agony persisted, but lessened. It was like learning any new skill: it took time and practice. The more you did in the club the more confidence you gained. You discovered you had discarded your "ah" crutches and were enjoying the opportunity to express yourself. The experience of being a Toastmaster was carrying over to your personal life and career. Language skills you never knew you

possessed were emerging—your efforts were paying off.

How do we get new members to stay in the club long enough to reach this euphoric stage? Does it depend on their level of pain or can we do something to land them and keep them safely on board? Here are a few suggestions to help the new member with the transition from stammering novice to fluent Toastmaster:

1. Maintain a friendly atmosphere. The pace at a Toastmasters meeting is fast. It's not possible to speak to all the members at a meeting, but make a special effort to speak to new members, not just at their first meeting, but as long as it takes to make them feel part of the group.

2. When a new member has a new meeting assignment, make it your duty to notice whether he or she needs help. Don't let that person flounder.

3. Don't leave new members alone during the break. Take the opportunity to get to know them and make them feel welcome.

4. If a new member is absent from several meetings, pick up the phone and let that person know he or she was missed. Don't let new members disappear. Throw them a lifeline.

5. Compliment new members for their contributions. Everyone needs encouragement, especially new members.

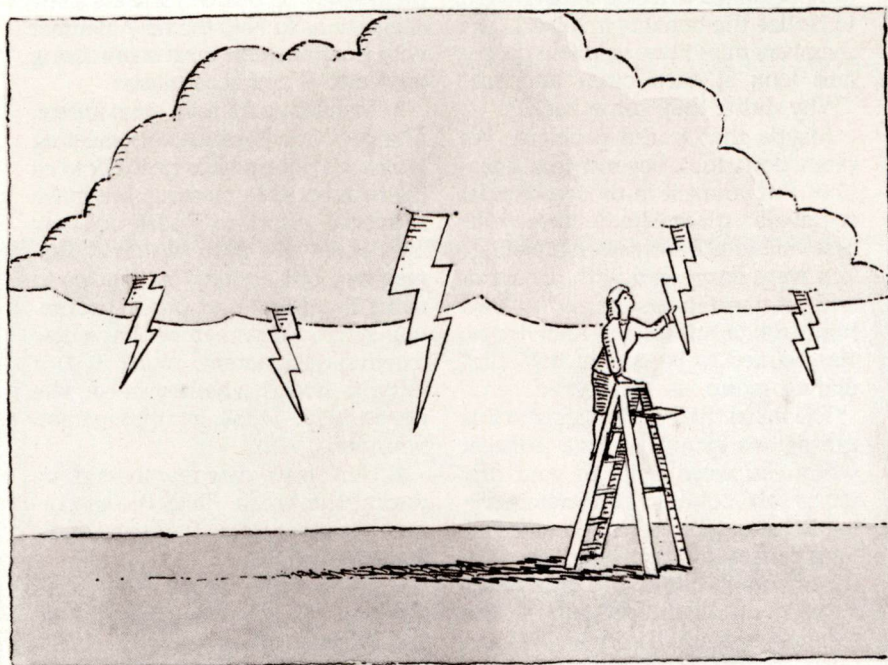
6. Have social gatherings several times a year in a non-threatening atmosphere, such as in members' homes or near-by clubs.

The health of your club depends on the effort you put into it. Remember how you felt when you first joined a club. New members may get discouraged or disinterested and quit unless you take the time to befriend them.

Mary Thayer, CTM, a retired school-teacher, is a member of Expressions Unlimited 4130-18 in Carlsbad, California.

Power: Not Necessarily a Bad Thing

How to acquire and use five types of power.



BY LIN GRENSING

In his famous book, *Power*, Michael Korda says, "All life is a game of power. The object of the game is simple enough: to know what you want and get it.

"The moves of the game, by contrast, are infinite and complex, although they usually involve the manipulation of people and situations to your advantage. As for the rules, these are only discovered by playing the game to the end."

Unfortunately, the term "power" has developed many negative connotations in the business world. Power itself, however, is a healthy and desirable attribute of any business professional. It is the misuse of power that is not.

Effective use of power

John Kotter interviewed more than 250 managers who were in a position

to use power and found that the successful ones had the following characteristics:

- They used their power openly and legitimately and were seen as genuine experts in their fields.
- They were sensitive to what types of power are most effective with different types of people.
- They developed several sources of power and didn't rely heavily on any particular technique.
- They sought jobs and tasks that would give them the opportunity to acquire and use power.
- They used power in a mature and self-controlled way—seldom impulsively or for their own aggrandizement.

Types of power

Everyone has power to some degree.

There are, however, different types of power—some more desirable, and more effective, than others. Before you can try to obtain power, you need to have a good understanding of the many types of power you may be able to exercise.

- **Referent power** is power that a person gains because of the respect of others. It is a voluntary sort of power that is bestowed upon you by those around you because of your personal attributes. Perhaps you know someone who has been referred to as a "natural leader." That person has referent power.

Charismatic leaders are often able to exert power over others by the sheer force of their personalities. Referent power may very well be the most positive form of power to have at your disposal.

- **Legitimate power** is power that results from a position of authority. Your boss has legitimate power over you. You may exert legitimate power over your subordinates. In essence, if you have

legitimate power, you've earned the right to control the actions of others. Legitimate power can be an inadequate form of power because many employees of the '80s refuse to blindly obey their superiors just because bosses hold legitimate power.

- **Expert or knowledge power** results from specialized knowledge or command of information. When you are in doubt about a technical matter, the person to whom you turn for advice has expert power. You may have expert power without referent power.

When you control information that others need, you have expert power. Other people in your organization who

world of business lies in identifying the needs and desires of others and then determining how you could put yourself in a position to control these things. This is not always an easy task, since what people say they want may be different from what they really want.

Another key to gaining power is identifying those who control the things that you want.

You can do several things to put yourself in a position to exercise power:

- **Build relationships** with others. When you are able to get other people to feel obligated to you or dependent on you, you're putting yourself in a position of reward power.

Referent power may be the most positive form of power to have at your disposal.

control information that you need exert expert power over you.

- **Reward power** comes from an ability to give something of material or personal value to someone else. As a supervisor, you assert reward power over your subordinates, because you are able to give them praise, increases in pay, time off—or power of their own. You don't need to be in a position of authority, however, to assert reward power. Those people in your organization who control the distribution of things may also have reward power. This type of person could, for example, be a secretary who is in charge of supplies.

Power often grows out of dependency. If you can give someone something that the person desires, you have power over that person—no matter who he or she is.

- **Coercive power** is the power to get people to do things by some type of force. Such actions as dismissal, demotion, reprimands, taking away privileges or reducing status are examples of coercive power. The use of coercive power is usually related to legitimate power. However, people may assert coercive power over superiors or co-workers as well as subordinates.

Coercive power is a negative form of power and should be exercised wisely—at all.

Gaining power

One key to gaining power in the

- **Establish your credibility.** Be aware of the actions you take and the things you say—and how these things affect others in your office. Gaining credibility is one way of obtaining referent power.

- **Control as much information as possible**—the more information you have at your disposal (information others don't have), the greater your ability to exercise expert power.

- **Control resources.** When you control such things as money, equipment, employees or space, you're in a position of reward power.

- **Locate other sources of power in your organization.** Don't just rely on the organizational chart. Someone who has legitimate power may not have referent or expert power.

- **Don't use power negatively** or you may lose whatever power you currently control. One reason power has developed such negative connotations is that many people have used it manipulatively and indiscriminately. Coercive power is rarely effective in the long run and should always be exercised judiciously.

- **Make a good impression** on those around you, work hard and target yourself for a position farther up the organizational ladder. The result may be attainment of legitimate power. ♣

Lin Gensing is an advertising manager and freelance writer in Chippewa Falls, Wisconsin. Specializing in employee relations and business topics, she is the author of two books.



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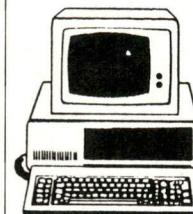
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For the past several years, college students have been waking up to the importance of communication skills in any profession, and to the fact that few colleges can provide sufficient training in such skills.

Toastmasters clubs have sprung up on many campuses in order to fill this void. These clubs have their own unique advantages and disadvantages, the most insidious disadvantage being that they are often considered less than "real" clubs. Experience is showing, however, that not only are the basic principles of running a successful college club the same as those for running any club, but that college clubs are a match in all respects for any other Toastmasters club.

In order to humor a friend, I joined the Cal Toastmasters club on the University of California campus in Berkeley in the spring of 1982. After a year and a half of being a teaching assistant, it seemed

that nothing could be easier. Wrong! It is humbling now to realize how casually I embarked on a course which would make graduate work in physics seem uninteresting by comparison. Over the next five years of ups and downs I saw and learned more about the nature of human motivation than I could ever have learned in a classroom.

An article cannot teach these lessons any more than it can teach one how to ride a bicycle, but perhaps a description of the events underlying Cal Toastmasters' rise in fortunes can point you in the right direction.

Like many college clubs, the Cal club was struggling because of a lack of continuity. (It was several years before I discovered that college clubs do not hold a monopoly on this problem.) Our club tended to reach the size of twenty members by the end of each school year, but then the dreaded graduation would decimate our ranks, and most of the

Lessons Learned From a Dying **COLLEGE CLUB**

Camaraderie, commitment and fun were key ingredients in reviving this struggling Toastmasters club.

BY WILLIAM S. LAWSON, Ph.D.

rest of the members would go home for the summer. Often we did not have enough people to hold meetings over the summer. Furthermore, being a student is an expensive and time consuming occupation, which for many members demanded first priority over activities such as Toastmasters.

On the quality side, things were no better. The meetings lacked enthusiasm. Table Topics were dull—often “yes-or-no” questions. Evaluations were aimless and usually white-washed. Worst of all, the club had no sense of camaraderie; members would just come at the last possible moment and leave at the earliest, as if meetings were just another class to be gotten through with minimum pain.

Things began to change in 1983. The first small but essential step was an accident: some of us started going out for pizza after the meetings. This custom wrought a subtle change in the character of the club and made all the future developments possible. First, it gave us a core group of people who were interested in making the club better, and not only being a time and place to put our heads together. Second, the meetings became much more sociable; the members were no longer strangers.

We also received a big shot in the arm when Al Harris joined our club. Al was an experienced Toastmaster and an ebullient personality. Under Al's less-than-subtle influence, our meetings began to lighten up and became fun. People began volunteering for Table Topics, evaluations became helpful, and all our grade point averages went up. (Well, I may be exaggerating about the grades, but not about anything else.) No club absolutely needs an Al Harris to succeed, but it sure helps to have one.

Despite these improvements, in 1984, as club president, I felt as if the club was dying in my hands. Our membership was still too low for comfort, and much to my amazement, the club members did not seem enthusiastic about the ambitious plans that I, their brilliant and knowledgeable president, had for the club. Eventually I gathered that this was not the kind of attitude which engenders enthusiasm and took a piece of advice from Dale Carnegie's book *How to Win Friends and Influence People*.

Carnegie suggests that few people are enthused about other people's ideas. So I opened the floor at one business meeting and asked the members what they wanted the club to do. I held my breath, hoping for a few new ideas—and maybe even one of my own pet ideas. The floor was open for twenty minutes, and no one could have shut it down earlier.

I was stunned by all the things they wanted to try. There is no way to be sure, but I like to think that that meeting was the point at which our club first took to the air.

At about the same time that this landmark meeting took place, Sarah Barksdale (our educational vice-president and one of our most reliable members) and I completed a two-by-three-foot signboard featuring the Toastmasters International



Only leaders who can set their own plans aside in favor of what the members want will have followers.

logo and placed it in an area on campus reserved for such signs. The TI logo is quite an eye-catcher, and the effect this signboard had is hard to overestimate. Not only did the number of guests increase dramatically, but instead of getting only engineering students (the club met in the engineering section of campus), we began seeing guests and gaining members from all disciplines. This increased diversity resulted in much more interesting meetings. The publicity the signboard gave us, combined with our new level of enthusiasm, produced an avalanche!

By the end of the summer of 1984, we had twenty members and counting, and we were eyeing the return of students in the fall with some apprehension. Would we be buried under our own good fortune? Yes, as a matter of fact. When the fall semester started, we began gaining new members faster than they could give their icebreakers.

During this boom time we noticed an interesting phenomenon: when we had twenty guests, we would gain five new members, but when we had only three or four guests, all but one would join. It is hard to imagine a better illustration of the importance of making each guest feel welcome individually. These statistics also indicate that almost anyone who visits a Toastmasters meeting is ready to join, if only they can be made to feel that they will enjoy being Toastmasters.

One of the first problems to fall to the avalanche was the “but we aren't real Toastmasters” problem. This psychological barrier is quite common among Toastmasters clubs, and particularly among college clubs. During the previous year, Al Harris had been attending and winning speech contests, and he finally coerced a few members into competing. To no one's surprise but their own, they began winning, and the barrier was broken. Suddenly we were “real” Toastmasters. It is amazing how well the entire Toastmasters system works to make it easy for clubs to break such barriers. Without a doubt, Toastmasters speech contests exist not merely to give out awards to individual competitors, but to allow entire clubs to measure themselves against the members in other clubs, thereby gaining confidence.

By December, we had reached forty members. We were in the kind of membership trouble most clubs would love to be in. It was Lora Banks who came to the rescue. Lora is a classic Toastmasters success story. When she joined, she was, by her own admission, afraid to ask questions in a discussion group comprised of only ten people. After joining Toastmasters, she rapidly overcame her fear and a natural speaking talent surfaced. During the fall of 1984 she had been filling the office of administrative vice-president like no one before or since, and she took to the task of starting a new club readily. The result was the chartering of the Golden Bear Toastmasters club in early 1985, whose members became our greatest—and our favorite—rivals in speech contests.

The meetings that fall were productive and fun

as never before. When all was said and done, we were among the President's Distinguished clubs for 1984—proof that a college club is a match for any other. Although the tide has ebbed a bit since 1985, a lasting measure of our success is the existence of five Toastmasters clubs on campus (two of which are for faculty and staff members), and there are plans for more. The lean years are gone for good.

I have left out many people who were essential to our success—people like Norm Cohen, our prize speaker, and Bob Moore, who as a freshman introduced us to the concept of organization. These individual members were essential to our success. Although you do not have access to them, you have the talent of the members in your own club from which to draw. When your members perceive the reward, they will make the commitment.

I have also left out the details of what our club actually did during this time; the reason for this

Almost anyone who visits a Toastmasters meeting is ready to join.

is simply that each club is different, and only its members can know what will send them roaring down the runway. Only leaders who can set their own plans aside in favor of what the members want will have followers.

What does this story have to do with Cal Toastmasters being comprised of college students? Absolutely nothing. College clubs have unique problems and advantages, but they are relatively easy to surmount if the basics of camaraderie, commitment and fun are attended to. Any club can find the same kind of success if just a few of its members will make the effort to start an avalanche of their own. Few experiences can be as rewarding as being a part of such a group. Be aware, however, the experience can be addictive! ♦

William S. Lawson, Ph.D., was Area Governor in 1984-85. He now holds a research position at New York University's Current Institute for Mathematical Studies.

COLLEGIATE TOASTMASTERS: It is worth the time and effort.

BY MARCELLA A. PETRICK, CTM

You can send all the messages you want, but effective communication cannot take place unless others receive the same message as you believe yourself to be sending.

Communication skills are so vital for success in college and in the work force, yet are usually not taught through the college curriculum. However, a campus Toastmasters club serves as a perfect complement to a student's regular course work by offering the opportunity to practice the speaking and leadership skills necessary for college and career success.

The first advantage membership in a college Toastmasters club provides is a head start in a speech class, or for that matter in any class requiring oral presentation. By the time a Toastmaster faces a speech class, she/he has learned the components of a good speech: how to use vocal variety, gestures and maintain eye contact with an audience.

In a college speech class the situation is reversed. When the course is

completed, students often still feel that they are lacking in oratorical skills. Once in the business world, graduates frequently discover that their chosen fields require public speaking skills. As a member of Toastmasters you have the opportunity to continually expand these needed skills.

Another advantage grows out of Table Topics. It's the best practice available for that all-important activity: job interviewing. Table Topics gives you practice in answering questions without preparation. You learn how to quickly formulate your thoughts and present them in an organized, concise manner.

The final advantage of belonging to a college club appears after graduation. A new job may mean moving to another city. Since Toastmasters International has clubs throughout the world, you can be reasonably certain that your new city of residence offers one or more clubs. The members of the club that you select will not only welcome you as a transfer member,

but will very likely become your friends and assist you in acclimating to your new surroundings.

A consistent benefit of Toastmasters membership is the self-confidence gained from continually improving your communication skills. Whether it's preparing for a job interview or a business conference, you know you have the skills needed to present yourself well. Moreover, you have the added advantage of having access to more experienced Toastmasters in your club whose evaluations and advice are a great resource.

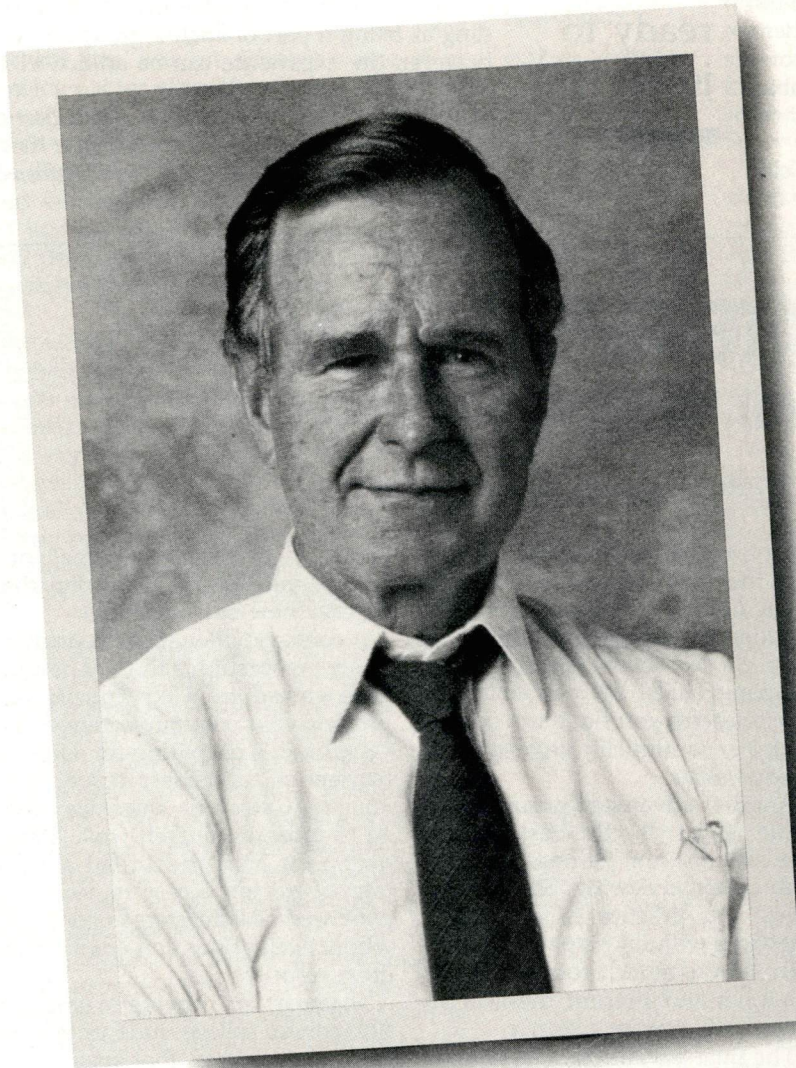
Toastmasters provides a win-win situation for college students by providing advantages that span a lifetime. Toastmasters can help you improve your grades, find a job, obtain new friends and build confidence!

Marcella A. Petrick, CTM, a former member of a Toastmasters club at the University of Wisconsin, now is administrative vice president of Janesville Club 1983-35 in Janesville, Wisconsin.

The Fire of Your Ideas

Ignite your audience to action.

BY ROGER AILES



U.S. President George Bush.

George Bush's "secret weapon" in winning the Presidency was neither the advice he got nor his advertisements, despite what some have claimed. As one of the President's campaign strategists, I can tell you there's nothing a cornerman can do unless the contender has what Bush has: that moving force of leadership, a "fire in the belly."

But to be a leader in politics or business, having your own fire is not enough. You must start one in other people. You must transmit to them the power of your convictions and lead them to action. If your ideas are sound, you can become better at persuasion by cultivating five key elements in yourself. Concentrate on them whenever you prepare for an important speech or meeting.

1. Stoke your desire to win. Think of business leaders like H. Ross Perot, Donald Trump and Lee Iacocca. There's no question that these men know what they want and play to win. They succeed more than most because of the clarity of their vision.

You can sharpen your own vision as you confront your next challenge. Make long-and-short term lists of what you want to win: a plum assignment, bigger market share, a promotion, an advanced degree, better relations with your boss. Picture what will happen if you reach your goal, and what will happen if you don't. If you know keenly what's at stake, you'll be hungry, focused and at your best.

2. Listen. Politicians commission polls, talk to constituents and hire experts whose job it is to keep in touch with the electorate. As a business professional, you must know what makes *your* constituents tick before you speak to them. When you make a sales presentation, you must know whether your customer is more concerned with price or product features. When giving a speech, you need to know who's attending it and why. If you're making a presentation to your board of directors, sound them out individually beforehand.

3. Know your convictions. Have you taken the time to think through and articulate the positions you'd be willing to fight for? You'll move your listeners if and only if you've distilled your message to what matters most; they'll

believe you when you entrust your deepest beliefs to them.

One of the consistent criticisms of Michael Dukakis during the Presidential campaign was that he didn't manage to communicate his commitment and passion, and when he began to wake up, it was too little, too late. If you don't show your energy and conviction as you speak, you can't expect others to share your belief. As Sir Joshua Reynolds said, "Words should be employed as the means, not as the end. Language is the instrument, conviction is the work."

4. Never, never give up. You won't win elections or conquer markets without suffering criticism and setbacks. When the chips are down, you must reach for your optimism and the strength of your convictions—rally your staff, get your client back, convince your investors, get rolling again.

George Bush was defeated in the first primary of the campaign, in Iowa. His supporters were dejected, and many journalists predicted a quick political demise. Gearing up for the New Hampshire primary, Bush addressed his staff.

"We won't waste time pointing fingers at each other," he said. "I'm as much to blame for this loss as anyone. We're going to win this. I have the best group of people in the world, and if we can't do it, nobody can." A dispirited team was transformed into a charged-up army that won New Hampshire against all odds.

Calvin Coolidge put it well: "Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men of talent. Genius will not ... The world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press on' has solved and will always solve the problems of the human race."

5. Give yourself to the audience. The real secret weapon in any campaign is the ability to "drop the mask" and share deeply felt emotion. Be open enough with your listeners so that they don't just hear your words: bring them close enough to catch the fire of your ideas.

Reprinted with permission from Success magazine, April, 1989.

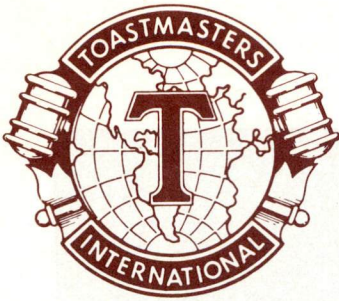
Roger Ailes, head of Ailes Communications, coaches executives in public speaking. He directed President Bush's media campaign and wrote *You Are The Message*.



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August 15-19, 1989

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To attend general sessions on Wednesday, Thursday and Friday, a registration badge will be required. Preregister and order event tickets now! You must be registered to purchase tickets to any event except the International Speech Contest. ATTENDANCE AT ALL MEAL EVENTS AND THE SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning Tuesday, August 15.

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 15.

- _____ Member Registrations @ \$45.00 \$ _____
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 - _____ Tickets: **Golden Gavel Luncheon** (Wednesday, August 16) @ \$21.00 \$ _____
 - _____ Tickets: **Toastmasters & Guests Luncheon** (Thursday, August 17) @ \$18.00 \$ _____
 - _____ Tickets: **DTM Luncheon** (Thurs., August 17) (Note DTM# _____) @ \$18.00 \$ _____
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- (PLEASE NOTE: Continental breakfast items will be available for purchase prior to the contest). TOTAL \$ _____

Check enclosed for \$ _____ (U.S.) payable to Toastmasters International. **Cancellation reimbursement requests not accepted after July 31. Cancellations not accepted on site.**

(Please Print)

Club No. _____ District _____

NAME _____
 SPOUSE/GUEST NAME _____
 ADDRESS _____
 CITY _____ STATE/PROVINCE _____
 COUNTRY _____ ZIP CODE _____
 NO. CHILDREN ATTENDING _____ AGES _____

If you are an incoming club or district officer, please indicate office: _____
 Please check here if you need special services due to a disability. We will contact you before the Convention.
 Please check here if this is your first TI Convention. C

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All reservation requests must be accompanied by the first night's deposit in order for the reservation to be processed and confirmed. Deposits are refundable with 10 DAYS ADVANCE NOTICE. Upon arrival, the deposit will be applied to your final night's stay. An earlier departure will result in forfeiture of the deposit, unless the hotel receives 10 DAYS ADVANCE NOTICE of the earlier departure date.

All reservations must be received at the Desert Springs by **JULY 15, 1989**. Requests prior to and after convention dates will be accepted on a space available basis only. Convention rate applies two days prior and two days following official meeting date.

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Please check: **Deluxe Single Occupancy** (1 person): **\$76.00***
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TOASTMASTERS INTERNATIONAL 58th ANNUAL CONVENTION August 15 - 19, 1989

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**Please Note: Check-in time is 4:00 pm.
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Helpful Tips

I want to compliment you on an excellent publication. It's a superb magazine and very informative. I read it cover to cover every month.

I especially enjoy the column "Humorously Speaking" by Gene Perret. I like to give humorous speeches and I've used some of Mr. Perret's tips when preparing my speeches.

The article "Misquote at Your Peril" by Thomas Montalbo in the December issue also was very helpful to me. I use quotes frequently in my speeches and this article offered suggestions for using them correctly.

Keep up the fine work! Toastmasters has helped me develop self-confidence and to have better relationships with family and friends as a result. I wish to become an accomplished speaker and, with the help of Toastmasters, I will accomplish my goal.

George W. Medford, CTM
Bastrop, Texas

"Fellow" Can Be Feminine

I read with some amusement the letter from Dorothy Mack and ten others in the January issue. It appears that the feminist movement is still alive and kicking, as anything remotely connected to the male gender is taboo.

So I went to my dictionary (which should be standard procedure for all Toastmasters) and looked up the word "fellow." Sure enough, it did say "man or boy," but reading further I found that there are at least nine different definitions, some of which are: "companion," "comrade," "associate," "equal," and lo and behold: "a member of any incorporated society."

So dear Dorothy and ten others, you can relax and use the word "fellow" along with "Toastmaster" and still retain your femininity. By the way, I suggest you look up "chairman," too.

Allan R. Stiansen
Chinook Club 1448-42
Alberta, Calgary, Canada

an excellent pun when they see it. I'm referring to the quote "Poland was dismembered peace by peace." A quick review of European history will show the underlying truth to that witticism.

Arnold F. Krueger, ATM
Clintston Club, 4635-65
Rochester, New York

Vague Mission Statement

I would like to add my comments to the subject David Lanceman brought up in his letter titled "Obscure Bylaws" in the December magazine.

Regarding the change in wording in the TI mission and purpose statement from "dedicated to helping its members improve their ability to express themselves clearly and concisely" to "advancing...vital skills that promote self actualization, foster human understanding and contribute to the betterment of mankind," I agree

Continued on page 30

More Etymology

I was particularly delighted with the article from the January issue titled "Speaking of English." My educational background is in linguistics, and I am greatly entertained by etymologies of figures of speech and other such expressions. I was especially pleased to learn several tidbits of etymological trivia that were completely new to me.

I did, however, come across an inaccuracy that I feel should be corrected. A borrowing meaning "big boss" was listed as originating from the Japanese word *honshu*. (*Honshu* actually refers to the main island of Japan.) The word borrowed by GIs during World War II is *hancho*, meaning "group leader," "sub-section leader," "foreman" or something equivalent. The meaning of "head honcho" implies more inflated status than does the Japanese "hancho."

Although the Japanese have borrowed heavily from English, this seems to be one of the relatively rare examples of English borrowing from Japanese. However, as Japan's influence on our culture increases, stay tuned for more borrowings!

Maile Melkonian
Japanese English Toastmasters (JETs)
San Francisco, California

A Feeling of Accomplishment

When I read "Winning Isn't Everything" in the March issue, I was overwhelmed by the feeling that I could have written this article. Just recently the same set of events took place at our club. Even when you do not win a speech contest, you have a great feeling of accomplishment because you had the courage to present your speech outside your own club. Toastmasters gives you that courage along with the knowledge that public speaking is not going to kill you, but can be a lot of fun—both for the speaker and the listener.

Roberta Crawford Johnson
Heinz 57 Club, 4257-13
Pittsburgh, Pennsylvania

Unintended Pun

I found the article "Don't Be Guilty of Doublespeak" (April) very interesting. It's a subject in which I have a great interest, since I've had to put up with computer jargon for many years.

However, I was surprised by the quotes from Jack Smith's column; surprised in that apparently neither Jack Smith nor Charles Downey recognize

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How to Get Your Speeches Published

Turn your speeches into articles that sell!

BY NEYSA C.M. JENSEN

Carla spent weeks preparing her speech on how to grow sprouts and use them in meals. She grew bean sprouts and alfalfa sprouts to use as visual aids and made recipe cards for her Toastmasters group. She felt it was her best speech yet, but even so, Carla felt a little let down when the speech was over. After all, it wasn't the kind of topic she could discuss with her co-workers at the monthly sales meeting. She would just take her sprouts home and watch them grow.

Another club member, Ray, shared his struggle with accepting his diabetes and controlling it with diet, exercise and weight loss. He had researched statistics about the disease so he could add facts to his own anecdotes. After presenting the speech to Toastmasters, to the local diabetes group, and to the senior citizens center, Ray still wanted to share his story with others.

We've all felt that sense of anti-climax after a speech. It occurs for many reasons—because the adrenalin stops pumping, because the speech didn't go over well, or because, like Carla and Ray, we feel the urge to share our message with a larger audience. Carla, for example, wants to reach the scattering of people throughout the country who might be interested in growing sprouts. Ray, on the other hand, wants to reach the millions who have diabetes. But how? They can't just quit their jobs and go on the speaking circuit.

The way to reach more people without ever leaving your home is to turn your speeches into articles and sell them for publication. By publishing their speeches, Ray and Carla will not only reach the right audiences for their respective topics, they'll



also expand their communication skills, have fun and maybe even earn a little money in the process.

If you can speak, you can write

You, the dedicated Toastmaster, can do the same thing. "Wait a minute," I hear you say. "I'm no writer." But that's not necessarily true. Writing and speaking are closely intertwined. In writing classes, for instance, writers often read their work aloud. It helps writers to hear phrases that are too long, sentences that sound awkward, or transitions that don't make sense.

When preparing speeches, write some of it down to help you see how it fits together. It's hard to write without speaking or speak without writing.

Good speaking and good writing share the same crucial elements:

- clarity
- conciseness
- research
- organization
- enthusiasm for the subject
- a fresh approach

If you've delivered your speech with aplomb, you've already done most of the hard work involved in writing. You've researched the subject, organized it in an interesting way, developed an attention-getting opening and chosen all the right words. All you have to do now is write it down in a story or article format.

Admittedly, it's not always quite that easy. Good writing, like good speaking, takes practice. But you're one step ahead; you know what good communication is all about. Now you can use the skills

Good writing, like good speaking, takes practice.

you possess as a successful speaker to become a successful writer.

Find your market

Getting an article published may seem overwhelming to you now, but breaking it down into these manageable steps will help:

1. Find your market—the magazine that would most likely be interested in your article.
2. In a query letter, tell the editor about your article or story idea.
3. Write the article and send it in for publication consideration.

Probably the most important part of selling an article, next to writing well, is finding the appropriate publication. Common sense should tell you you'd be wasting your time sending a senior citizens magazine an article on the pros and cons of disposable versus cloth diapers. You'll want to send your article to the kind of magazine that will be most likely to publish it.

In all likelihood, your article won't be accepted by *Good Housekeeping*, *Glamour*, *Sports Illustrated* or *The New Yorker*. Competition is fierce in these markets and the larger and more well-known the magazine, the more competition you'll face. You should start with something a little smaller and lesser known. To find these publications you have to do a little research.

Start at your local library. Find the latest edition of *Writer's Market*, published by Writer's Digest Books. This book is an invaluable resource. Each periodical listing describes the magazine, the kind of material it uses, frequency of publication, how much it pays and other useful information.

Think about the audience you want to reach—narrowing it down as much as possible. Then refer to the category in *Writer's Market* that best fits your audience.

For example, Ray decides he'd like to reach people with diabetes or those interested in weight loss. The best category for him would be "health and fitness." Of course, not every magazine under this listing will be appropriate for Ray's article—*Muscle Mag International*, for example. But *Diabetes Self-Management* seems perfect. And maybe *Weight Watchers Magazine* would be interested in Ray's weight loss success.

Carla's "how-to" speech on sprout growing is a rather limited topic, but she thinks people already interested in gardening would read her article. She might try the heading "home and garden" first. *Farmstead Magazine* or *Horticulture* seem like reasonable prospects.

Now that Ray and Carla have found a few possibilities, they need to get more information. *Writer's Market* will tell them where to send the article, who the audience is, what the editor wants, and whether the editor prefers to receive a query or a manuscript (more on that later). With this information, the next step is to read the magazine in which they want to get published.

Your library will have many magazines on its shelves. If the publication you've selected isn't among them, ask to obtain it through inter-library

loan. If that isn't possible, write to the magazine and request a sample copy. (Some magazines charge for sample copies, some don't. Check this in *Writer's Market*.)

The more issues of the magazine you can obtain the better. Your goals in reading the magazine are many:

- Verify the editor's name, the magazine's name, and the address.
- Become intimately acquainted with the style of the magazine, its format, its target audience and its tone.
- Determine if this magazine has published an article similar to yours in the past year or so. If it has, you may want to find another magazine, since editors aim for variety.

Don't overlook publications that you read or to which you subscribe as potential markets. Chances are your choices of reading material and topics for speeches are bound to coincide at some point. When this happens, you're in luck. You already are familiar with the publication, you have access to back issues (assuming you save your magazines) and you know the audience. (You!)

Writing the query

Writers live by query letters, which are just that—letters querying editors about story ideas. A query allows you to market yourself efficiently. Instead of sending your article to ten different publications, you send queries, and then you send the manuscript to the editor who asks for it. This practice also saves postage: a major expense for writers.

The listings in *Writer's Market* tell you whether an editor prefers a query or the actual manuscript. The majority prefer queries—they don't have time to read all those manuscripts. So you need to learn how to write a good query letter.

The same rules that apply to writing the manuscript also apply to writing the query. It should be conversational, but not colloquial, easy to read and concise. Importantly, it should display your enthusiasm and writing talent. It must have a strong beginning to capture the editor's attention, a strong body to support the beginning, and an ending that sums it all up and convinces the editor to buy your article.

Let's start with the beginning. You might use the opening of your speech, especially if you start out with a joke, a significant statistic or an anecdote. Be assertive, straightforward, friendly and confident. Don't apologize for bothering the editor—this is her job.

Once you've captured the editor's attention, keep her interested through the body of the letter. Outline your topic as briefly as possible, and be sure to mention its unique perspective—why this magazine's audience would want to read it and why you are the person to write it.

Don't worry if you don't have an impressive list of published articles to establish your credibility. In today's market, who you are can help sell your



A well-written, interesting and lively query letter will attest to your abilities.

article. For example, the fact that Ray has diabetes and has lost weight gives him authority. Carla's expertise comes from growing sprouts for five years and developing and testing recipes for using them. Neither of them has been published, but each is uniquely qualified to write his or her article.

If you have published something, be sure to mention that, too. But if you haven't, don't point out your lack of experience. A well-written interesting and lively query letter will attest to your abilities.

Your ending should sum up why readers will want to read your article. Graciously close as you would any business letter.

Enclose a SASE (self-addressed stamped envelope) with your query. Many publishers will not respond if you don't enclose a SASE—postage is just too expensive.

Once your query is in the mail, you have to wait patiently for a response. The entry in *Writer's Market* will tell you how long a publication usually takes to respond. If you haven't heard from the magazine within that period of time, write a follow-up letter gently reminding the editor about your query and requesting a response. Again, enclose a SASE.

Rejections

Even very successful writers receive at least twice as many rejections as acceptances. Usually, a rejection isn't a personal attack on your writing. Editors sometimes mean it when they say an article "does not meet our need at this time." They may, for example, have decided not to print more articles about dieting, or they may already have enough articles on that topic in their files. Magazines frequently get new editors with new ideas, and the old guidelines don't apply anymore. Often, writers have not researched the magazine carefully enough, or they aim higher than their capabilities allow. Keep in mind that most writers start at the bottom and work their way up, like in any other profession.

If you receive a rejection letter—and you will—don't despair. Use rejections to spur you into action. Hone your idea, find a new approach, narrow your topic and send out more queries.

Acceptances

Congratulations! An editor has finally accepted your idea. Now, of course, you need to write the article. But first, you need to learn some basics of the business of writing.

Read the letter of acceptance carefully and look for the following words or phrases:

- "On speculation" means the editor wants to see the article before deciding whether to publish it. You have no guarantee that this publication will publish the article. Many beginning writers submit articles "on spec" in order to get published. It's up to you.

Continued on page 31

Extending the Life of Your Speech

Turn it into an article!

BY DENISE HARRISON

About mid-way through a semester in a college public speaking class, I gave a fine, well-researched speech about the changing levels of prestige associated with various occupations.

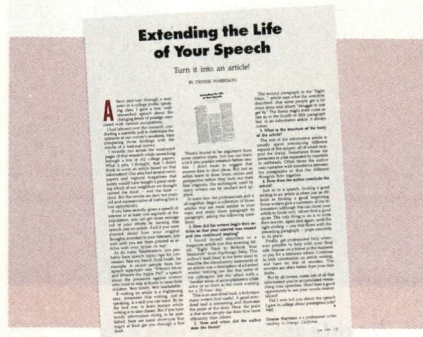
I had labored over the research; conducting a scientific poll to determine the opinions of our county's residents, then comparing those findings with the results of a national survey.

I recently ran across the weathered pages of that research while ransacking through a box of old college papers. What a pity, I thought, that I didn't think to write an article based on that information! Our area had several newspapers and regional magazines that surely would have bought a piece ranking which of our neighbors we thought carried the most — and the least — clout. But the results are now ten years old and representative of nothing but a lost opportunity.

If you have recently given a speech of interest to at least one segment of the population, you can get more mileage out of your efforts by turning that speech into an article. And if you were pleased about how your original thoughts sounded to your listeners, just wait until you see them printed as articles with your byline on top!

As do many Toastmasters, you probably have speech topics ripe for conversion. Take my friend, Enid Smith, for example. A recent sample from her speech repertoire was "Where's Mom and Where's the Apple Pie?" a speech about the pressures against women who want to stay at home to raise their children. Very timely. Very marketable.

If writing an article is a frightening idea, remember that writing, just as speaking, is a skill you can learn. By far the best way to learn feature article writing is to take classes. But if you have terrific information crying to be published, here are some short-cuts that might at least get you through a first draft.



There's bound to be argument from some creative types, but you can learn a lot if you practice imitation before creation. I don't mean to suggest that anyone dare to steal ideas. But just as artists learn to draw lines, circles and perspective before they turn out their first originals, the techniques used by many writers can be studied and applied.

To learn how the professionals pull it all together, begin a collection of those articles that are most similar to your topic and study them paragraph by paragraph, asking the following questions:

1. How did the writers begin their articles so that your interest was roused and you continued reading?

I found myself absorbed in a magazine article just this morning titled, "Eight Ways to Rethink Your Workstyle" from *Psychology Today*. This author's lead (lead is the term used to describe the introductory statements of an article) was a description of a harried worker noticing one day that some of his colleagues left the office with a "familiar sense of accomplishment while some of us stare at the clock wishing for a 25-hour day."

This is an anecdotal lead, a technique many writers find useful. A good anecdotal lead is interesting and illustrates the point of the story. Here, the point is that some people use their time more efficiently than others.

2. How and when did the author state the thesis?

The second paragraph in the "Eight Ways..." article says what the anecdote described: that some people get a lot more done and others "struggle to just get by." The thesis might even come as late as in the fourth or fifth paragraph but, in an informative article, it always comes.

3. What is the structure of the body of the article?

The rest of the informative article is usually spent introducing different aspects of the subject, all of which support the thesis. Sometimes those are presented in a list separated by numbers or subheads. Other times the author uses narrative with transitions between the paragraphs so that the different thoughts flow together.

4. How does the author conclude the article?

Just as in a speech, finding a good ending to an article is often as difficult as finding a good beginning. Some writers give a summary of the information (although this can cause your article to fizzle out), others find a good quote. The only thing to do is to write then rewrite, again and again, until the right ending — one that flows with the preceding paragraph — pops smoothly in its place.

Finally, get professional help whenever possible to help with your final edit. Impose on a friend in the business or pay for a freelance editor. Continue to seek information on article writing, and have no fear of rewrites. The rewrites are often better than your first drafts.

But by all means, make use of all that information you've accumulated researching your speeches. Don't lose a good opportunity to see your words immortalized!

Did I ever tell you about the speech I gave in college about prestigious jobs? Well...

Denise Harrison is a professional writer residing in Orange, California.

Your 1989-90 Officer Candidates

Here's your introduction to Toastmasters International's 1989-90 officer candidates. In August, you'll have the opportunity to vote for the candidate of your choice while you're having "Fun in the Sun" at the International Convention in Palm Desert, California.

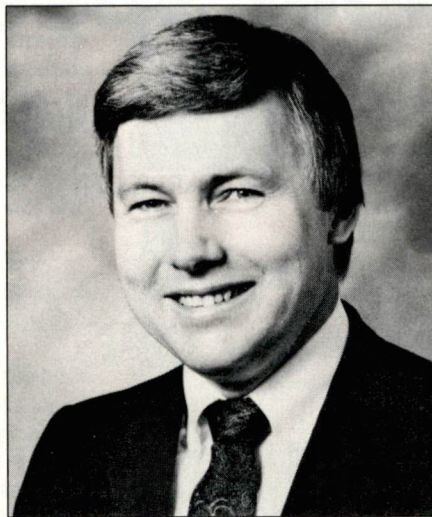
Candidates were nominated for the positions of President, Senior Vice-President, Second Vice-President and Third Vice-President by the International Nominating Committee. The Committee's selection is presented here in accordance with Article VIII, Section I of Toastmasters International's Bylaws.

The officers will be elected on Thursday, August 17, during the International Convention.

It is the duty of all clubs to participate in the vote, either through their representatives at the convention or by proxy. All members are urged to give careful consideration to the qualifications of each candidate.

(Additional nominations for international offices may be made from the floor at the annual business meeting. International Director candidates will be nominated at the eight regional conferences to be held this month.)

Nominating Committee—Helen M. Blanchard, DTM, Chairman; Theodore C. Wood, DTM; Eddie V. Dunn, DTM; George J. Ott, DTM; Ray Brooks, DTM; Frank Slane, DTM; Kenneth Tanner, DTM; James Sauer, DTM; Douglas A. Barclay, DTM; John E. Foster, DTM; Philip R. Viviani, DTM; Dianne Ridell, DTM.



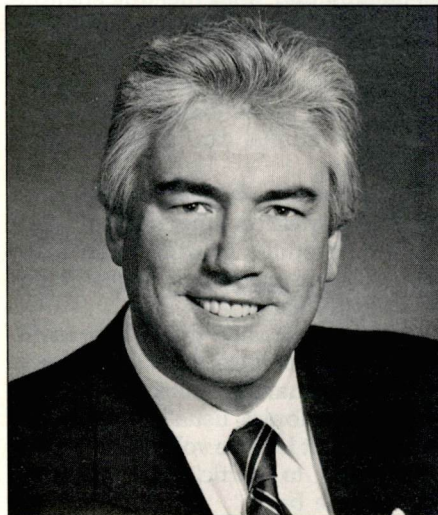
For President

John F. Noonan, DTM—Senior Vice-President, Second Vice-President, Third Vice-President, International Director from 1982 to 1984 and District 21 Governor. A Toastmaster for 18 years, Mr. Noonan is a member of Friendship Club 1734-21 and Advanced Speakers Club 4589-21. As District 21 Governor, he led the district to the President's Distinguished District Award. He was the District 21 Speech Contest winner in 1974 and the District 21 Area Governor of the Year in 1974-75. Mr. Noonan is District Manager, Management Services for the Federal Business Development Bank in Vancouver, British Columbia, Canada. He is a Certified General Accountant (CGA) and holds the professional designation of MCI from the University of Toronto and the Canadian Credit Institute. He is Chairman of the Sales and Marketing Advisory Board of Vancouver Community College and Chairman of the Community Advisory Committees, Richmond - Delta, Burnaby and the New Exporters Business Initiative Programs. Mr. Noonan is a member of the National Speakers Association, the American Institute of Parliamentarians, The Vancouver Business Ethno Council, Vancouver Board of Trade/World Trade Centre, and the Canadian Society of Association Executives. Mr. Noonan and his wife, Stevie, live in North Vancouver, British Columbia, with their three children: Joe, Andrea and Valerie.



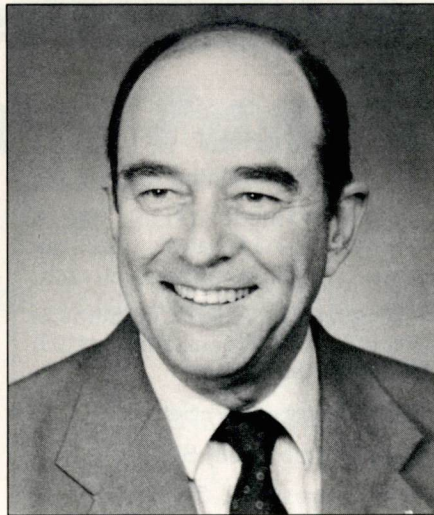
For Senior Vice-President

A. Edward Bick, DTM—Second Vice-President, Third Vice-President, International Director from 1981 to 1983 and District 41 Governor. While International Director, he served as Chairman of the Membership and Club Extension Committee. A Toastmaster for 17 years, Mr. Bick is a member of Marquette Club 509-41. He was Area Toastmaster of the Year in 1977, and District Evaluation Contest winner in 1985. Mr. Bick is Manager of the Boneless Pork Department for John Morrell & Company Meats. He received a B.S. degree in agricultural engineering from South Dakota State University and has finished one year of post-graduate work at St. Louis University. He served on his church's Congregational Board of Directors and has been Chairman of the Church Congregation. He has also chaired the local chapter of the American Society of Industrial Engineers. Mr. Bick is an instructor for South Dakota's statewide University Week for Women and is a member of the Institute of Industrial Engineers. He lives with his wife, Jennifer, near Cincinnati, Ohio. They have one child, Amy.



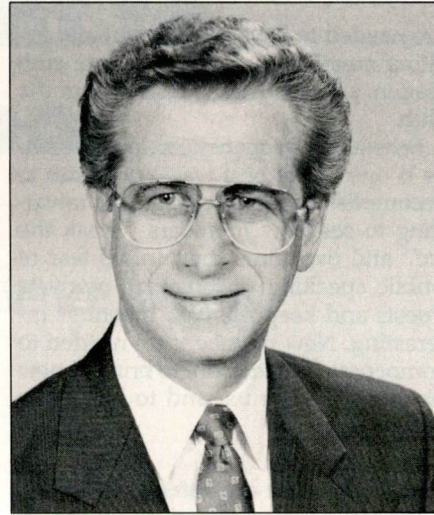
For Second Vice-President

Jack Gillespie, DTM—Third Vice-President, International Director from 1984 to 1986 and 1982-83 District 64 Governor. A Toastmaster for 17 years, Mr. Gillespie is a member of Winnipeg Keystone Club 3211-64, Entre Amis Club 1421-64, and the Louis Riel Club 3207-64. As District 64 Governor, he led the district to a President's Distinguished District Award in 1983. During his second year as Director, Mr. Gillespie served as Chairman of the Membership and Club Extension Committee (MACE). Mr. Gillespie is a member of the National Speakers Association and the Manitoba Society for Training and Development, where he served two terms as President. Mr. Gillespie, currently employed as a Personnel Administrator for the Manitoba Department of Highways and Transportation, is responsible for recruitment, labor relations, negotiations, employee assistance programs and performance appraisal. His wife, Grace, is a member of Winnipeg Real Estate Board Club 1429-64. They reside in Winnipeg, Manitoba, with their three children: Jacqueline, Caroline and Roger.



For Third Vice-President

Bennie E. Bough, DTM—An International Director from 1983 to 1985 and 1977-78 District 36 Governor. A Toastmaster for 25 years, Mr. Bough is a member of Springfield Club 1792-36 and Advanced Speakers Club 4036-36. Under his leadership, his district received the Distinguished District Award. Mr. Bough is a member of the American Association for the Advancement of Slavic Studies, the American Management Association, and the American Legion. He also is a charter member of the North Virginia chapter of the Retired Officers Association. He is employed as Senior Staff Officer in the Directorate of the Defense Security Assistance Agency, in the Office of the Secretary of Defense in Washington, D.C. He holds a B.A. degree in foreign affairs, an M.A. degree in international relations, and a Ph.D. in international relations. He has served on his church's council, and has been Vice-Chairman, the highest elected lay leader. He lives with his wife, Kathi, in Annandale, Virginia. They have two children: Kristopher and Sara.



For Third Vice-President

G.C. Brown, DTM—An International Director from 1986 to 1988 and District 25 Governor in 1982-83. Under his leadership, the district received the Distinguished District Award. A Toastmaster for 14 years, Mr. Brown is a member of Irving Noon Club 4344-25 and Park Central Club 4095-25. Mr. Brown is a member of the National Speakers Association and the Public Information Taskforce of the Irving Independent School District. He is also a published author in *Bankers* magazine, and a first place winner of the International Speech Contest sponsored by Dale Carnegie Alumni Association. A professional trainer, he has been a Dale Carnegie instructor for 10 years. Mr. Brown attended the Graduate School of Banking at the University of Wisconsin, and is currently employed as Executive Vice President of The Rogers Company. He lives with his wife, Carolyn, in Irving, Texas. They have two children: J. Byron and Jane Ann.

Become a Master Recruiter

Continued from page 5

are needed to have meaningful and exciting meetings to develop future club leaders and motivate guests to join the club.

Scheduling frequent icebreaker speeches is one of the best ways for a club to accomplish those objectives. It's rewarding to see new members "break the ice" and overcome their initial fear of public speaking. Icebreakers motivate guests and keep the club meetings interesting. New members are needed to compensate for attrition, to bring in new blood, to inspire us, and to just make us feel good.

How to become a master recruiter

How can you become a master recruiter? By mastering the following: prospecting, making personal contacts, generating publicity by writing promotional materials or having your club featured in articles, conducting a Speechcraft, and wearing membership pins.

- **Prospecting** is the process of finding people who need what Toastmasters has to offer. Who is in need? Anybody is a prospective Toastmaster.

- **Making personal contacts.** Do you have co-workers? Are they all Toastmasters? Why not? Do you have friends and acquaintances? Invite them to your club!

When meeting new people, try to mention your Toastmasters membership in the conversation. Wearing your Toastmasters pin is a sure source of questions for conversation. Ask them matter-of-factly, "By the way, what do you know about Toastmasters? Have you ever attended a meeting? I'd like to invite you to visit our club as my guest."

Ask your friends and co-workers to support you by attending a meeting next time you give a speech. Once there, they may be pleasantly surprised and decide to join.

- **Advertising and generating publicity.** Put posters or signs on bulletin boards at work and in community areas such as public libraries. Send out public service announcements to local radio and television stations, and mail press releases to newspapers. Hand out flyers to co-workers, friends and acquaintances. Write an article about public speaking or try to get featured in an article.

Editor's Note: These membership building tools are available through *Toastmasters International's Supply Catalog*:

"All About Toastmasters" booklet (#124)

"Help People Discover Toastmasters" teaching aid (#1178)

"Membership Building Kit" (#1160)

Flyers: "Wanted!" (#113), "Be A Winner!" (#114) and "Get the Edge!" (#115) Quantities of 50 each.

"Bringing Successful Communication Into Your Organization" (#103) Corporate brochure.

Small Poster (#367) Set of 10.

Large Poster (#368) Set of three.

"From Prospect, To Guest, To Member" brochure (#108). Three free of charge to each club upon request.

- **Conduct a Speechcraft program!**

I once called several newspapers and asked them to send a reporter to a Speechcraft graduation. A reporter came and wrote a complimentary article about the program. I have used and continue to use this article as a publicity tool for future Speechcrafts.

Six months later, as a result of sending out news releases, a different reporter came to a club meeting and wrote a favorable article.

I've also contacted a local newspaper and asked if I may write a series of three articles on public speaking. The newspaper accepted my proposal. This was great publicity for our Fall '87 Speechcraft program, which eventually attracted such favorable response that a new club was formed.

- **Toastmasters pins.** Do you have one? Wear it! Also wear your ATM or DTM badge or pin. At least wear them on the days of your Toastmasters meetings. To be a master recruiter, you should wear a Toastmasters pin every day. Be proud of your association with this fine organization and people will ask you about it. Then you have an opportunity to tell them about Toastmasters and invite them to a meeting.

- **Hold impressive meetings.**

Getting guests to a meeting is only the beginning. Once there, guests must be impressed with the members and how they conduct the meeting. It's im-

portant to have a well structured meeting, a friendly and exciting meeting; one that leaves your guests feeling uplifted. Your meeting environment should come across as very supportive. It should generate an atmosphere in which members can learn, practice and grow—being a laboratory in which adults can continue their education.

To achieve this, the meeting should be organized, start on time, have an agenda and schedule, provide informative handouts for guests and involve them in your meeting.

One way to involve guests is to invite them to participate in Table Topics. Guests who have a positive experience with Table Topics usually come back and join. But let it be voluntary—if they feel forced to participate, they may never come back!

Follow through

Finally, it is important to follow up with your prospective members. This should be done within 24 to 48 hours, sometimes sooner. Ask guests what they liked about the meeting. Then ask, "Are you ready to join or would you like to visit again?" If they're ready to join, then set up a time to get together with them (preferably the same day or the next day) to fill out the paper work. Timeliness is crucial when doing follow-up. Few people will call to say they are ready to join.

Reach for the Sky: become a master recruiter

You have new members signed up, you feel good, the club is growing. Remember to start the new members off right and continue to help them set and achieve their communication and leadership goals. And don't forget to teach them to become master recruiters!

As Percy Ross says in his book, *The Secret of Getting What You Want by Knowing How to Ask for the Moon and Get It*, be willing to ask for what you want. Reach for the sky and ask people to come to a meeting! Ask people to join your club! Ask people to become club officers!

Allan Kaufman, DTM, is a member of three clubs. He is a partner in *Allan Associates*, a communications consulting firm that conducts seminars and workshops on public speaking. He was a featured speaker in the *Speakers' Showcase* at the *Toastmasters 1988 International Convention*.

Comedians Want to Have Fun, Too

Speakers' spirits soar when the audience laughs.

BY GENE PERRET

George Burns is good at what he does. He should be; he's been doing it for more than 85 years. At the age of 93 he brings experience and expertise to the microphone, but he also brings enthusiasm, energy and just plain fun.

I worked on a benefit show with George Burns a few years ago. Instead of making a short appearance, Burns did a full show. He sang, danced and joked with the appreciative audience for almost an hour.

Afterward, someone backstage asked, "George, you're well into your 80's. How can you work that hard?" He said, "I couldn't do it if I wasn't having fun."

Burns' words have a valuable lesson for any performer. Just as the audience is supposed to benefit from your presentation, you deserve to have some fun on the platform, too. It's the only way you're going to be able to do it for 80 years or more.

Even professional speakers and humorists have off days. It's understandable; we sometimes get tired of listening to ourselves. But when we're off, the performance is off, even if our scripts are great. On those days, we have to force ourselves to be better than we feel like being. Humor can help.

I've witnessed the effects of laughter on a performer. A guest star on a variety show didn't like the sketch material I had written. However, the show's star convinced him to try it. He eventually did, but without a sincere effort.

On show night, he uneasily went on stage and delivered his first line. The audience erupted into laughter. He first

Humor in a speech is often its own message. It doesn't have to have a point. It is the point.

reacted with a surprised look, than happiness filtered through his eyes. He stood more erect and delivered the remaining lines with a delightful zaniness that made the sketch even better. The audience's laughter transformed him from a reluctant guest into a first-rate "ham."

Immediate response

Humor lifts a performance because it offers an immediate response from the audience. Audience evaluation reports aren't necessary. Anyone who does humor knows instantly whether the audience likes it or not. The reaction is immediate and sincere, and that's gratifying. The "check's not in the mail;" it's "cash on the barrelhead."

Sincere response

Laughter can be faked, but when it is, it's obvious. A speaker can spot it, and it's more painful than no reaction at all. But good, solid 24-carat fun can't be faked. When you hear it, your spirits soar.

Uplifting response

The sound of solid laughter feels to

a performer like an ice pack on a boxer's neck between rounds. It jolts you into giving a little extra, working a little harder for this audience.

That's why I often quarrel with the alleged rule offered by some speech trainers: "Humor must have a message." Humor in a speech is often its own message. If it entertains the listeners and rejuvenates the speaker, it doesn't have to have a point. It is the point.

Don't misunderstand. Using humor to illustrate your message is ideal. Many great orators use that device. But try using comedy for comedy's sake—a lighthearted moment that simply awakens the spirit of your audience and lifts your performance a notch or two.

I recommend that speakers try using humor as "medicine." If your talk is sagging, if the audience is tiring, or if you're getting weary at the lectern; give your presentation a shot of humor. Tell a story that gets you and the audience away from your main message for a bit.

If it's a story that gets a nice laugh, energy will flow back into the audience. You'll be like that guest star on the variety show: you'll stand a little taller, speak a little crisper and feel a little better.

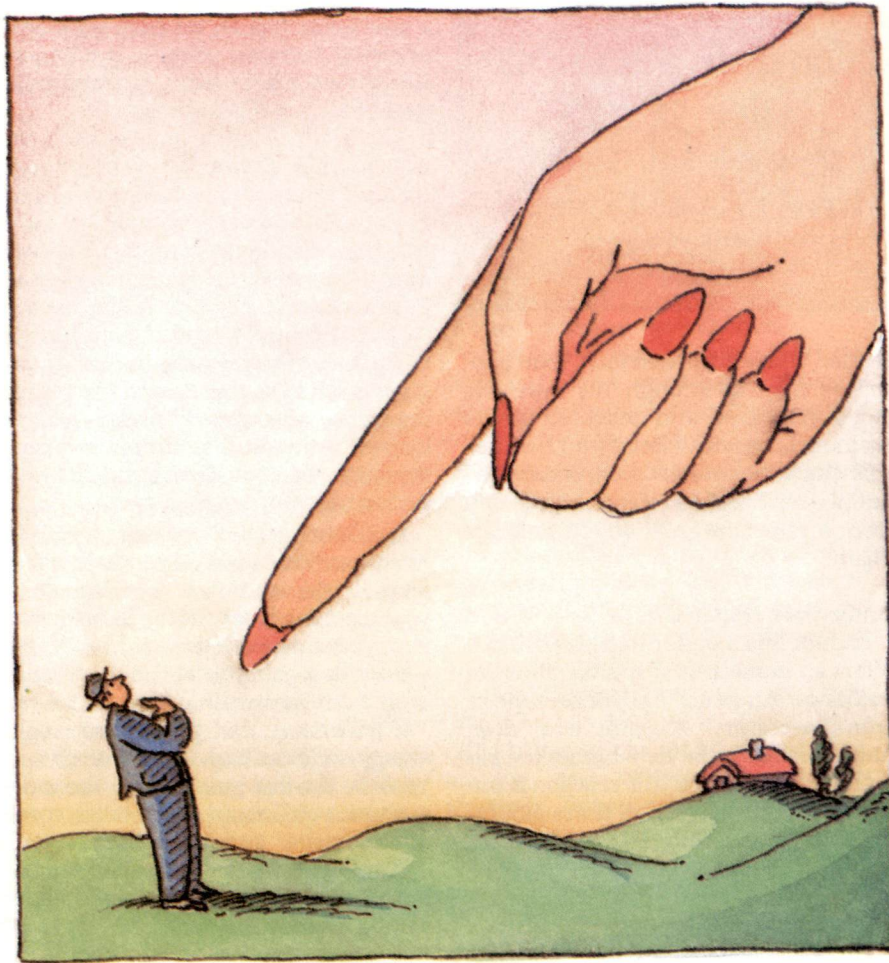
Try it. Cracker Jacks is a tasty treat, but no one yet has complained about getting a prize in every box. ♣

Gene Perret, a comedy writer for such performers as Bob Hope, Phyllis Diller and Carol Burnett, spoke at Toastmasters 1986 International Convention. Mr. Perret's column on humor and speaking appears bi-monthly in The Toastmaster.

SPEAK UP, HANDS!

Your hands can help your audience “see” what you’re saying.

BY CHRIS ROGERS



THE POINT

If you’ve ever watched Charlie Chaplin or any other good mime in action, then you know it’s possible to deliver a message without using words. Your hands and body speak

boldly. When trained, they can help you inform, persuade or entertain an audience. Untrained, they can contradict you.

Teach your hands to speak with authority and you’ll command attention. Teach them to describe and your ideas will become visual. Teach them to convey emotion and you’ll captivate your audience.

But, as Dr. Sigmund Freud once observed, “He who has eyes to see and ears to hear may convince himself that no mortal can keep a secret. If his lips are silent, he chatters with his fingertips; betrayal oozes out of him at every pore.”

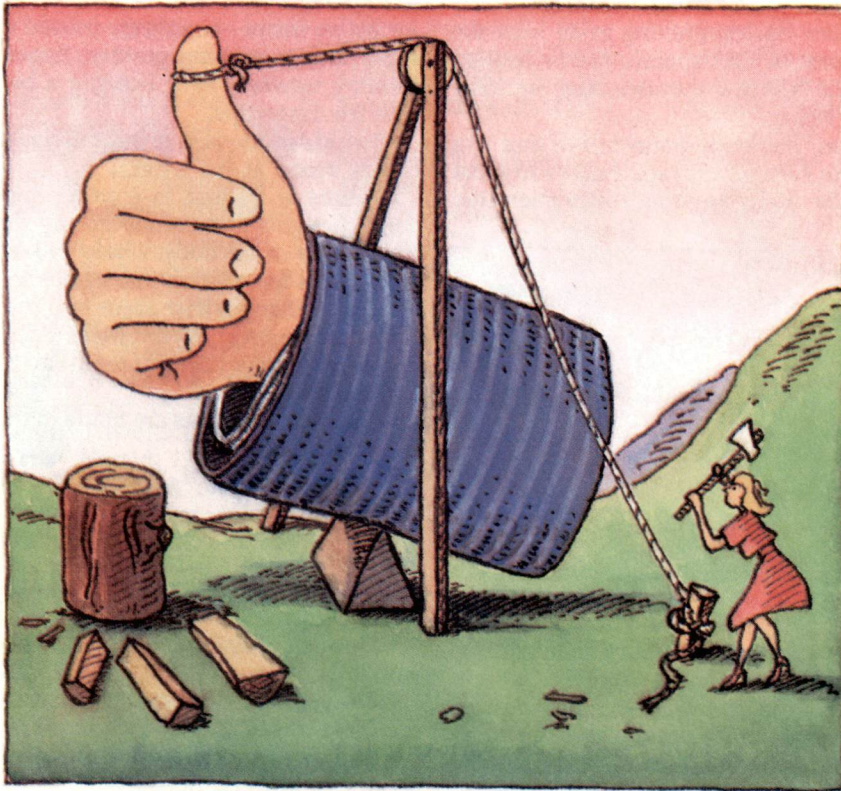
When your hands lack specific instructions, they can betray your inner feelings. They clutch the lectern, announcing your insecurity. They flutter about, confessing uncertainty, or lie idle, refusing to support your convictions.

To be an effective speaker, you must keep those fingertips from chattering. You must give your hands something positive to say.

Descriptive gestures

Among the easiest gestures to learn are those used to describe size, shape or action. You may already be using many of these gestures without even realizing it.

Imagine trying to stop someone coming toward you. Like a policeman directing traffic, you thrust your hand forward with the palm out, fingers pointing upward and slightly spread.



THE CHOP

Without speaking a word, you have commanded the person to halt.

Now transfer that gesture to the lectern. Because it is both powerful and easily recognized, the halt! gesture draws attention to any subsequent statement.

For example, use the halt! gesture while saying, "Let's stop here and consider the alternatives." Your audience will remember any information that immediately follows. Now try the same gesture with the following statements and notice how emphatic they become: "But wait a moment. How does that fit into the total picture?"

Using both hands, describe the circumstances of a medium-size globe. Now use the same gesture with these statements:

"Our plan encompasses all these contingencies."

"This entire situation can be summed up in one statement." (For added emphasis, end this gesture with a fist, as if grasping that single statement.)

Try the following gestures to describe ideas of your own:

1. Raise one hand toward the sky, as if saying, "Up in the air."
2. Motion toward yourself with one hand, as if to say, "Come here."

3. Make a circle with your thumb and forefinger, as if to say, "It's okay."

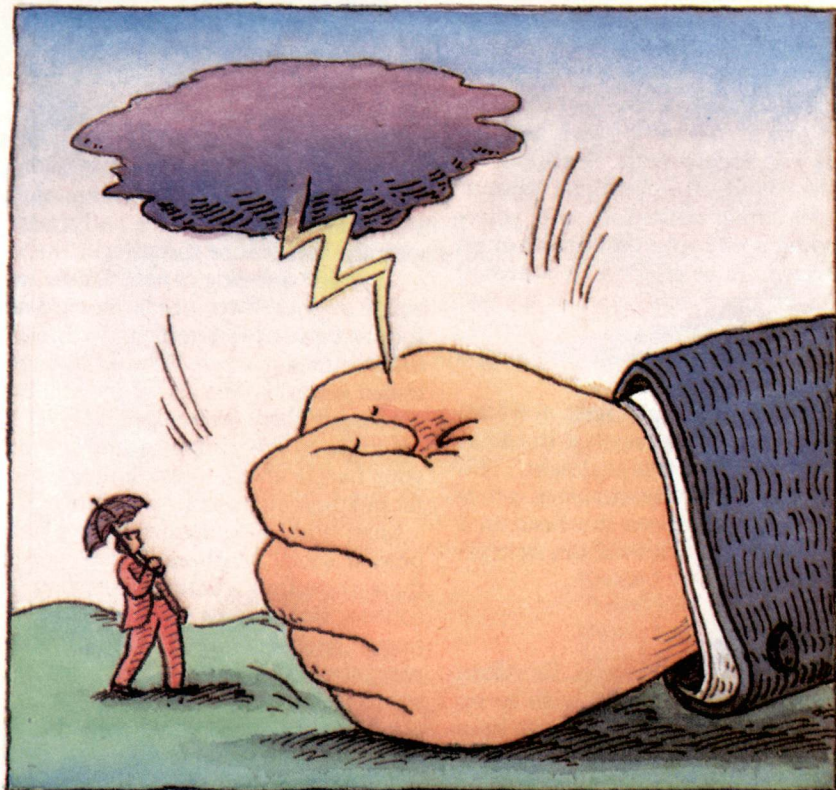
Begin noticing the everyday gestures that you and others around you use to describe size, shape or action, then transfer these gestures to the lectern to illustrate your ideas. Your audience will understand your message easier and remember it longer.

Emphatic gestures

Many gestures merely emphasize words or phrases. They are easily learned and easily used. It's important when using emphatic gestures to always be aware of what your hands are doing. Don't let them repeat the same gesture over and over.

To project an image of authority, use the following gestures with the hands and fingers held rigid. Limp hands lack power.

• **The Point**—Whether you are pointing out "Those imbeciles in the White House," "God in His heaven," someone in the audience or something on a chart, the pointing finger will draw more attention and carry more authority if you keep the forefinger and wrist straight. For additional emphasis, straighten the elbow as well, making a clean straight line from shoulder to



THE POUND

finger tip.

The "point" is a powerful gesture and anything that forms an extension of your arm, such as a pencil, ruler or even a pair of eyeglasses, extends that power.

- **The Chop**—Hold your fingers straight and together. Then make a short, chopping motion to punctuate an idea, such as, "We're going to cut through the bologna and get to the real problem here."

The "chop" can be used vertically or horizontally to visually cut off, cut out or cut back. When two hands are used (sometimes called the Mussolini Chop), you can define size or territory, as in "our cut of the cake." By moving your hands progressively farther apart in short chopping motions, you can define growth or expansion.

Another variation of the "chop" is a gesture John F. Kennedy made popular. He would bend his fingers at the palm, forming a 90-degree angle with his hand, his thumb pointing straight up, then use a short, chopping motion to emphasize each point in his speech. As he added one point to another, he would progressively extend each chop diagonally away from his body.

When he stopped to expatiate on a point, he kept his hand in place, firmly riveting attention to what he was saying. As long as that hand marked his place, the attention of his audience never wavered.

Try the Kennedy Chop next time you have a series of points to make. Your audience will follow every word.

- **The Pound**—The closed-fist "pound" indicates strong feeling, whether you're pounding it into your other palm or on the lectern. To be effective, however, it should be used sparingly. A speaker who gets carried away with the "pound" resembles an angry child throwing a temper tantrum.

Unless you're at a pep rally, avoid using the closed fist to punch at the air as if to say, "Get out there and fight." This gesture lacks authority. However, one or both fists raised above the head in a short, upward punch indicates strength and victory.

Emotional Gestures

In his book, *Silent Messages*, Dr. Albert Mehrabian states, "If you wish to influence someone, then it helps to have him get to like you." This is true whether applied to one person or to an entire audience.

And whether your audience likes or

dislikes you is an emotional response, usually having nothing to do with the content of your speech, but is decided in the first few minutes after you take the lectern.

Your audience wants to feel that you are in control, that you believe in what you're saying and that you're interested

A speaker who gets carried away with the "pound" resembles an angry child throwing a temper tantrum.

in them. With your face and body language, you can assure them of these things immediately.

The first step toward gaining a positive response from your audience, or getting them to like you, is to approach the lectern in a positive manner. It says to them, "I'm glad to be here and I have something to say that will make you glad to be here, too." In fact, a good way to achieve a positive manner is by repeating that sentence over and over to yourself. You'll begin to feel more confident and your manner will reflect that confidence.

The next step is to smile. It's such a simple act—yet it is the most important gesture you can use. When you smile your audience smiles back and, consequently, feels more receptive.

To project a feeling of friendliness and belief in your own words, relax, lean forward and orient your body directly toward the audience. Relaxed but controlled gesturing also shows friendliness.

Leaning back, orienting your body at an angle to the audience and waving your hands about indiscriminately indicates nervousness or avoidance.

Most body movements do not have precise social meanings. Like words, their meanings change according to context. But studies show that certain hand gestures have connotations recognizable on both a conscious and subconscious level.

- **Pleading or begging**—Hands are open, palms up, cupped.

- **Determination**—Hand forms a fist.

- **Bewilderment**—Palms face up and out, fingers pointing slightly downward

and spread.

- **Active intent**—Hands are pursed in a gripping or groping gesture, fingers pointing upward, as if holding a ball with the fingertips.

- **Weakness, shyness or submission**—Hands droop at the wrist.

A mime is trained to convey emotions, thoughts and even words by the movements of his body. These precise movements were developed by observing subtle changes that occur in a person's appearance as he experiences various emotions. Some of them can be useful at the lectern.

All body movements are made in the following directions:

- **Forward**—To greet, agree, question or show surprise.

- **Backward**—To say no or refuse; in abhorrence, hate or fear.

- **Upward and outward**—For all happy emotions.

- **Downward and inward**—For all sad emotions.

- **Downward only**—To express tiredness or being "fed-up."

- **Sideways, arms open**—To express goodness, bravery, honesty.

- **Sideways, arms closed**—To express craftiness, cunning.

- **In a turn**—To indicate a decision made or a complete change of mind.

Why gesture at all?

When gestures are used correctly, they reinforce your words. Your audience comprehends better when given visual support of verbal information.

The role that gestures play in speaking is summed up well in this quotation from a poem by W.B. Yeats called, "The Balloon of the Mind":

"Hands, do what you're bid:
Bring the balloon of the mind
That bellies and drags in the wind
Into its narrow shed."

Practice gesturing until it becomes a natural part of speaking. If a gesture doesn't feel right after a little practice, don't use it. There are plenty to choose from and you'll soon find a few that work for you, that express what you feel.

You may not become another Charlie Chaplin, but by learning a few simple gestures, you will help your audience understand and remember. You will help them "see" what you're saying. ♦

Chris Rogers is a professional writer and corporate trainer based in Houston, Texas.

DTMs

Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest recognition.

- Richard Rahder, 7016-F
- Wayne E. Baughman, 2769-U
- Louise H. Colbert, 3243-U
- Richard J. Hunt, 4277-F
- Darold Westbrook, 328-1
- Joel Forman, 855-1
- Bennie Powell, 2596-1
- Nancy Norrid, 7242-4
- James Muellner, 167-6
- Marilyn Muellner, 167-6
- Leslie C. Anderson, 591-6
- Stephen W. Truso, 3256-6
- Marin J. Blevins, 4043-8
- Verna Carr, 308-9
- Frank Pagano Jr., 53-11
- Don Hunt, 1062-16
- Barbara Joslin, 1873-16
- Denny Saunders, 1873-16
- Glenn E. Beidel, 2045-18
- Carol Smith, 1337-19
- Dawn Miller, 2171-21
- Edward Kitchens, 2485-25
- Corey Benston, 1731-26
- Kris Richins, 3017-26
- Marc Sullivan, 3748-28
- Emily J. Olivero, 4757-28
- Michael J. Burnham, 926-30
- William Haas, 3848-30
- James B. Sampson, 6387-31
- Pattu Durairaj, 502-36
- Kathleen Parrish, 3617-36
- Darrel G. Hopper, 553-40
- Larry R. Andrews, 3482-42
- Allen G. Kramer, 4698-47
- Jack Gallagher, 3701-49
- Edwin J. Dockus, 382-52
- Salvatore Muratore, 5515-52
- Jon R. Greiner, 79-54
- Richard C. Emery, 4120-62
- Diane M. Burleson, 6188-62
- George A. Reed, 1515-65
- Edward I. Wiewiorowski, 3988-68

ATM SILVER

Congratulations to these Toastmasters who have received the Able Toastmaster Silver certificate of achievement.

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- Patricia Berardi, 1772-3
- Dianne Bryson, 2943-4
- Neal Rice, 2188-11
- Robert E. Barnhill III, 5011-44
- Barbara J. Tomlinson, 2361-16
- Evelyn Runner, 1857-19
- Donald J. McGuire, 1967-20
- Charlotte Newton, 1591-21
- Ramon E. Mondragon, 765-23
- Wright L. Lassiter Jr., 6661-25
- E. Frank Poyet, 4055-33
- M.A. Wells, 5218-39
- William C. Bailey, 1557-44
- Francis C. Lin, 5473-65
- Darrel W. Andrist, 7207-68
- Adolph P. Kaestner, 6685-74

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Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.

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- Barbara A. Burke, 7016-F
- Michael Moone, 7016-F
- Brian F. Doennebrink, 5030-2
- Margaret Sciaroni-Prien, 2407-4
- Will Brown, 1353-7
- Eugenia C. Chandonia, 694-11
- Patricia Simmons, 6650-19
- Hal Vosen, 239-17
- Ken Richardson, 1929-21
- Gene Kennon, 2934-23
- Nancy S. Gragg, 3792-23
- David A. Coulie, 5731-23
- George G. Bouche, 305-25
- Frank T. Storey, 349-25
- Harlan Bridwell, 5202-25
- Christine Cliff-Tuttle, 4071-26
- Marc Sullivan, 3748-28
- Michael J. Glenn III, 5242-31
- Charles A. Hewson, 13-32
- Coni D. Kelsey, 1174-32
- Jean Watley-Richardson, 2205-32
- Dwight D. Lentz, 5325-32
- Robert O. Norris, 452-57
- John R. William, 5339-57
- Leslie K. Davis, 6872-57
- Rebecca Greene, 1882-58
- Linda B. Halliburton, 1757-63

- Karen Ritchie, 2640-63
- Coley Pardue, 3117-63
- Ted Schunemann, 6134-69
- Bryce J. Peddie, 4974-70
- Trevor West, 1641-74
- Henry Loots, 2232-74
- Adolph P. Kaestner, 2514-74
- Sceonais H. E. Collier, 4795-74

ATM

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.

- Cynthia J. Smith, 290-F
- John L. Kolkebeck, 1026-F
- Thomas J. Barker, 1055-F
- Sybille H. Phillips, 1124-F
- Christina M. Twing, 1166-F
- James B. Williams, 2874-U
- William L. Reinking, 3033-F
- Joan M. Rohm, 3033-F
- Dolores Hagen, 3436-F
- Cecelia M. Stratford, 4007-F
- Myles I. Suer, 4274-F
- Steve Pastis, 4438-F
- Keith Coolidge, 5643-F
- Stephen Janusz, 1045-U
- Phillip J. Reid, 1754-U
- Carroll J. Schmidt, 3882-U
- Arsenio T. Villarreal, 5837-U
- Jorge P. San Pedro, 6510-U
- Norman Riggs, 4211-1
- Maggie Berryman, 1161-2
- Ann J. Scdoris, 5562-2
- Jean Boudette, 104-3
- Robert Burke, 1715-3
- Leland E. Stevenson Jr., 3931-3
- Aldora Lee, 1435-4
- Valiant Chow, 2203-4
- Margaret Sciaroni-Prien, 2407-4
- Raymond D. Peralez, 3400-4
- Ernest A. Whittall, 3572-4
- O. Robert Welch, 7096-4
- Margaret Canning, 276-5
- Jeanne Robbins, 905-5
- Cassandra Northington, 1125-5
- Gregory B. Sheppard, 1546-5
- Zula Smith, 2372-5
- Sheryl L. Roush, 5315-5
- Ezekiel Smith, 5315-5
- James E. Fitzsimmons, 5528-5
- Juliette C. Hayter, 6296-5
- Jon P. Shields, 1335-6
- James M. Kopponen, 1428-6
- Frank J. Roman Jr., 2238-6
- David N. Bengston, 2401-6
- Charles Risher, 3417-6
- Jon C. Hunstock, 5006-6
- Carolyn Frings, 5365-6
- Robert C. Dubois, 566-7
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- Fred L. Macy, 5784-7
- Martin Thommes, 6515-7
- Joan M. Backes, 503-8
- Timothy Cimino, 1267-8
- Mary E. Hose, 4502-8
- Roland F. Goehlich, 5001-8
- Steven H. Kijima, 40-9
- Brian Ruddell, 1426-9
- Chris Levan, 659-10
- John J. Belko, 2917-10
- Robert F. Ellis, 694-11
- Bruce F. Warner, 3345-11
- John S. Gore, 5185-11
- L. Joan Reavis, 6170-11
- Beth Thwaites, 1844-14
- Arthur Hart, 2906-14
- Betty R. Grannemann, 3592-14
- Esther L. Moore, 5901-14
- Hormuzd Sethna, 1615-16
- Otha Jordan, 4101-16
- Paul E. Stejskal, 1692-16
- Larry Heald, 3147-17
- Earl W. Thomas, 5063-17
- Carolyn Byrnes, 3689-18
- Tana Odean, 1325-19
- Steven Adamson, 2094-19
- Barbara J. Willkomm, 2190-19
- Howard Tauke, 3515-19
- Daniel H. Eikenberry, 2316-19
- Margaret Welsh, 4728-19
- Ralph Hoksbergen, 6021-19
- Mary A.M. Timmons, 272-20
- Richard G. Wyman, 1705-20
- Joan Ritchie, 786-21
- Gordon Oke, 1911-21
- Jan Miko, 5818-21
- Karl E. Stockhaus, 1543-22
- Billy Winkle, 2666-22
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- Alva LeRue, 2282-23
- Susan M. Wayland, 2974-23
- Georgia Dziurzynski, 4013-23
- Richard F. Dziak, 4509-23
- Victoria A. Crosby, 5731-23
- Dewayne Mays, 1024-24
- Arlis Plummer, 1024-24
- Margaret Percival, 3473-72
- Michael F. Tarttelin, 4675-72
- Jack J. Van Niekerk, 113-74
- W.H. Johnson, 1737-74
- Victor G. Albert, 2305-74
- Robert B. Caldwell, 3775-74

Phil Minnaar, 4795-74
Hetta Pieterse, 5650-74
Elise A. Del Rosario,
1697-75
Vicente V. Pido, 2712-75
Agustin V. Mateo, 4749-75
Virginia H. Europa, 4933-75

NEW CLUBS

Laguna Beach, 722-F

Laguna Beach, CA-Wed.,
6:59 p.m., Laguna Beach
Library, 363 Glenneyre,
(714) 499-2538

Avco Articulators, 5089-F

Irvine, CA-Tues., 12:05
p.m., Avco Financial Ser-
vices, 3349 Michelson Dr.,
(714) 553-1200

Am. Board of Trial Ad- vocates, 7355-F

Santa Ana, CA-Wed., 7:07
a.m., Tiny's Rest., N. Main
St., (714) 973-4573

Stealth, 7356-F

Pico Rivera, CA-Thur.,
noon, Detach. 31 AFPRO
Northrop B-2 Div., 8900 E.
Wash. Blvd., (213) 948-9745

Possibilities Unlimited, 7368-F

San Juan Capistrano, CA-
Mon., 7 p.m., Rancho
Capistrano Retreat Ctr.,
29251 Camino Capistrano,
(714) 364-5734

Malacca, 7315-U

Melaka, Melaka,
Malaysia-1st & 3rd Thur., 8
p.m., Ramada Renaissance
Hotel, Jalan Bendahara, (06)
242002

Toastmasters International Club Zug, 7332-U

Zug, Switzerland-2nd & 4th
Mon., 6:30 p.m., Glashof
Rest., Baarerstrasse, (0041)
42-21-41-61

MGIMO, 7360-U

Moscow, U.S.S.R.-1st & 3rd
Wed. 7 p.m., Moscow State
Inst. of Int'l Relations, Pro-
spekt Vernadskogo 76,
331-01-89

St. Thomas/St. John, 7366-U

St. Thomas, U.S. Virgin
Islands-2nd & 4th Wed., 6
p.m., Bolongo Bay Beach
Resort, 50 Bolongo Bay,
(809) 776-0343

Los Colomos, 7369-U

Guadalajara, Jalisco, Mexico-
Sun., 10 p.m., Casa de los
Colomos, El Chaco S.N.,
(36) 154180

Autlan, 7370-U

Autlan, Jalisco, Mexico-
Monday, Club Autlan,
Reforma 338, 338-21299
PDC, 7371-U

Penang, Malaysia-2nd & 4th
Tues., 4:30 p.m., PDC Conf.
Rm., No. 1, Jalan Sungei
Nibong, (604) 832111

Kluang, 7381-U

Kluang, Johor, Malaysia-2nd
& 4th Thur., 8 p.m., Wisma
Koperasi Perumahan
Kluang, No. 8 Jalan Per-
wira, (07) 724589

Teluk Intan, 7393-U

Teluk Intan, Perak,
Malaysia-2nd & 4th Mon., 8
p.m., Lower Perak Club,
Jalan Rumah Rehat, (05)
661-511

Ansell, 7399-U

Melaka, Malaysia-Wed.
(monthly), 4:30 .m., Ansell
BHD, Lot 80 Air Keroh Ind.
Estate, (06) 328111

UHP, 71-1

Inglewood, CA-2nd & 4th
Mon., 11:30 a.m., United
Health Plan, 3405 W. Im-
perial Hwy., (213) 671-3465

Sludgemasters, 7330-1

Playa Del Ray, CA-Wed.,
11:30 a.m., Hyperion Treat-
ment Plant, 7660 W. Im-
perial Hwy., (213) 615-4010

Moss Bay, 7363-2

Kirkland, WA-George's
Place Rest., 108 Kirland
Ave.

Burr-Brown, 7381-3

Tuscon, AZ-Wed., 1 p.m.,
Burr-Brown Corp., 6730 S.
Tuscon Blvd.

Melba, 7380-4

San Jose, CA-Tues., 7:30
p.m., American Assn. of
Univ. Women, 1165 Min-
nesota Ave., (415) 573-9710

Milpitas Sun, 7402-4

Milpitas, CA-Thur., noon,
Sun Microsystems, 1221
California Cir., (415)
336-1260

Granite Falls, 7314-6

Granite Falls, MN-2nd &
4th Wed., noon, 95th Club,
Hwy. 212 West, (612)
564-4387

Cray Masters, 7328-6

Mendota Heights, MN-
Wed., Cray Research, Inc.,
1345 Northland Dr.

Lightstyle Speakers, 7331-6

Mound, MN-Wed., noon,
Toro Home Improv. Div.,
5300 Shoreline Blvd., (612)
472-8381

Worthington Area, 7392-6

Worthington, MN-Mon., 6

p.m., Holiday Inn, 2015
Humiston Ave., (507)
376-6593

On Target, 7398-6

Minnetonka, MN-Wed.,
11:45 a.m., Honeywell-
Shady Oak Fac., 10400
Yellow Cir. Dr., (612)
931-7501

Lincoln City, 7346-7

Lincoln City, OR-Thur., 6:30
p.m., Lil Sambos, 3262 NE
Highway 101, (503) 994-3661
x128

Booker, 7353-8

St. Louis, MO-1st & 3rd
Wed., noon, Booker Assoc.,
1139 Olive St., (314)
421-1476

South Hill, 7319-9

Spokane, WA-Wed., 7 p.m.,
Rosauers Supermarket, E.
2610 29th, (509) 535-9198

Talking Heads, 7351-9

Liberty Lake, WA-Mon.,
11:30 a.m., Hewlett-
Packard, E. 24001 Mission,
(509) 455-7920

Turbinemasters, 7317-11

Indianapolis, IN-Mon. 4
p.m., Allison-Plant 8, 2001
S. Tibbs Ave., Training
Trailer, (317) 230-2552

Talk of the Farm, 7343-11

Louisville, KY-1st & 3rd
Thur., 5:30 p.m., St. Mat-
thews Baptist Church, 3515
Grandview Ave., (502)
452-8547

The Good Neighbor,

7344-11

Louisville, KY-1st & 3rd
Mon., 5:30 p.m., St. Mat-
thews Baptist Church, 3515
Grandview Ave., (502)
452-8507

ITT/AOD, 7400-11

Fort Wayne, IN-Thur., 11:30
a.m., ITT Aerospace/Opt-
ical, 3700 E. Pointiac St.,
(219) 487-3010

Peachtree City, 7322-14

Peachtree City, GA-Thur.,
6:15 p.m., McIntosh High
School, Walt Banks Rd.,
(404) 461-1880

HCA Parkway Med. Ctr,

7323-14

Lithia Springs, GA-2nd &
4th Fri., noon, HCA Pkwy.
Med. Ctr., 1000 Thornton
Rd., (404) 944-4141 x348

USDOL/ETA, 7376-14

Atlanta, GA-Tues., noon,
U.S. Dept. of Labor., 1371
Peachtree St., N.E., (404)
347-3197

Big "T", 7384-14

Atlanta, GA-Mon., 12:30

p.m., Trust Co. Bank, (404)
588-7346

Gulf Power West. Div., 7357-20

Pensacola, FL-2nd & 4th
Thur., 7:30 a.m., Gulf
Power, 75 N. Pace Blvd.,
(904) 444-5486

Bluejacket, 7361-22

Shawnee, KS-1st & 3rd
Thur., 7 p.m., Shawnee
Comm. Ctr., 13813 Johnson
Dr., (913) 384-1215

The Eagle Extras, 7383-22

Wichita, KS-2nd & 4th Fri.,
noon, Wichita Eagle-Bacon,
825 E. Douglas, (316)
268-6335

Sierra, 7365-23

El Paso, TX-Fri., noon,
Sierra Med. Ctr., 1625 Med.
Ctr. Dr., (915) 532-4000
x2698

Harris Omaha, 7340-24

Bellevue, NE-Wed., 11:40
a.m., Harris Corp., 301 N.
Wash. St., (402) 293-3346

CSWS Friday, 7348-25

Dallas, TX-Fri., noon, Cen-
tral & South West Services,
Inc., 2121 San Jacinto St.,
23rd Fl., (214) 754-1165

CSWS Thursday, 7349-25

Dallas, TX-Thur., noon,
Central & South West Ser-
vices, Inc., 2121 San Jacinto
St., 23rd Fl., (214) 754-1256

ESY Communicators, 7388-25

Garland, TX-Wed., 11:30
a.m., E-Systems, Inc., 1200
S. Jupiter Rd., Bldg., 552,
(214) 272-0515

Upper Crust, 7329-26

Englewood, CO-1st & 3rd
Wed., noon, 6312 S. Fid-
lers Green, Suite 600, (303)
773-4160

Laser Magnetic Storage, 7391-26

Colorado Springs, CO-
Wed., noon, Laser Mag.
Storage Int. Co., 4425 Ar-
rows West Dr., (719)
593-4416

Tower, 7396-28

Newport, MI-1st & 3rd
Tues., 4:30 p.m., Fermi II
Visitor Ctr., 6400 N. Dixie
Hwy., (313) 586-5228

Gulf Power West. Div., 7357-29

Pensacola, FL-2nd & 4th
Thur., 7:30 a.m., Gulf
Power, 75 N. Pace Blvd.,
(904) 444-5486

Unocal, 7367-30

Schaumburg, IL-1st & 3rd
Tues., 4:45 p.m., Unocal,

1650 E. Golf Rd., (312)
330-5462
Success Speakers, 7342-32
Puyallup, WA-Tues., 6
p.m., Pierce College-
Displaced Homemakers,
10206 126th St. East, (206)
964-6739

ANNIVERSARIES

45 Years

Rochester, 271-6
Pioneer, 272-20
Golden Empire, 270-33

40 Years

South Bay, 161-5
Chief Anderson, 715-11
Rocky Mountain, 739-26
Mile High, 741-26
Park Ridge, 381-30
Kamehameha, 720-49

35 Years

San Jose TM 1577, 1577-4
Findlay, 1563-28
Doylestown, 1540-38
Seven Hills, 1578-40
Bow Valley, 1494-42
Ambitious City, 1586-60

30 Years

Georgetown, 2687-U
Monroeville, 2954-13
Sub & Surface, 2886-38
Hershey, 2990-38
Chanticleer, 1624-39
Parkersburg, 2891-40
Seaway, 2959-61

25 Years

Downtowners, 3801-26
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Clifton, 2664-46
Helmsmen, 3764-47
Hollywood, 3770-47

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Monroe, 3324-14
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Achievers, 2903-47
Speak Easy, 2832-68

15 Years

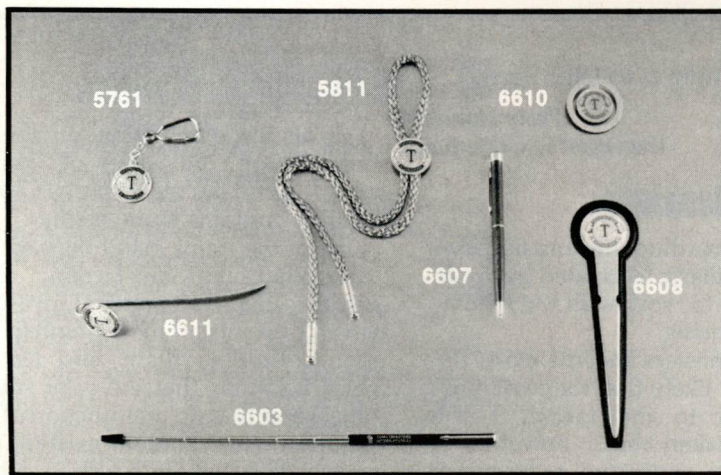
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New Frontier, 3096-14
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Paradise, 299-39
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Clear Lake, 43-56

10 Years

Word—Spinners, 589-F
Table Talkers, 1246-F
Riverside Airport, 1351-F
New Horizons, 1601-F
Terra Nova, 3995-U
Speak-Easy, 3997-2
Electric Toasters, 4029-3
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Mid-Peninsula, 3983-4
Circle Bar W, 4004-4
Foster City, 4014-4
Satires, 4026-6
Sage N Sun, 1208-9
National City Bank, 3970-10
Indy Bell Talkers, 220-11
Greensburg, 4021-13
Cass County, 4010-20
Power Masters, 3985-22
Boeing Achievers, 3990-22

Kirtland MCS, 4013-23
Buffalo Stompers, 4006-24
Cowtown, 4005-25
Alcott, 3981-31
Dcasr-Boston, 3991-31
Farmingham/Natick, 3993-31
Chelmsford, 4031-31
Timber Talkers, 3986-32
Madera Moderators, 4003-33
Early Risers, 4023-33
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Queen City, 3967-63
TM2TV, 4022-63
Lord Selkirk, 3977-64
Elmwood Senior Citizens, 4032-64
New Horizons, 4000-65
Dolphin Speakers, 3988-68

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 Expiration Date _____
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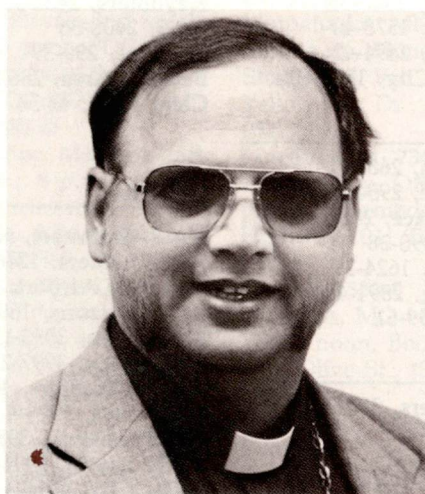
Toastmasters International Enrolls 150,000th Member

When Keith Larson was concentrating on rehearsing his icebreaker speech, the phone rang. Frustrated about the interruption, he answered the call. The caller was International President Tom B. Richardson, who wished to welcome him to the organization and congratulate him on being member number 150,000.

"My first thought was that the organization really must be hurting for members if the president has time for long-distance phone calls to every new member," Larson said. "Then it dawned on me that the opposite was true, and that reaching a membership of 150,000 was really special."

Being a representative of the organization's growth doesn't bother Larson, who immediately felt better about being interrupted after President Richardson's warm welcome and brief explanation of the organization's history and recent growth.

A 37-year-old Lutheran pastor from Middle Amana, Iowa, Larson joined Amana Refrigeration Club 1824-19 to



Keith Larson, Toastmasters' 150,000th member.

improve his sermon delivery. "I need to work on skills such as eye contact and gesturing, and I want to reduce my dependency on notes," he said. "I like to think I'm a good writer, but I need to improve my delivery and learn to improvise more. I don't trust myself when I don't have each word written out."

Larson is the first non-employee to

join the 21-member corporate club at Amana Refrigeration, Inc. He joined this club because he was referred by a member in his congregation who's a former club member, and because the Amana plant is located near his home.

Larson, whose wife also is a pastor, said he "rather enjoys" public speaking. He views it as a challenge, but doesn't get nervous unless he's ill-prepared. He obviously gets plenty of practice, delivering a sermon to his small congregation in Conroy, Iowa, every other Sunday. (He and his wife take turns preaching.)

"So I'm not the only one who will benefit from my Toastmasters training, the members of my congregation will, too," he noted with a laugh. "Hopefully, they will find my sermons more interesting from now on."

In publicly announcing the 150,000th member, International President Tom B. Richardson said, "This is one of the most exciting achievements of our organization. We have doubled our membership in the last ten years precisely because of people like Keith Larson, who realize the importance of communication skills to career success."

Letters

Continued from page 15

wholeheartedly with David, who called this wording "grandiose, pompous and obscure." I will even take it one step further.

I think it sounds like one of those purposefully vague mission statements of "socially democratic" organizations. It might have been plucked from the glasnost rhetoric of any recent Gorbachev propagandist event.

So, what exactly is self-actualization? Something one gets from an EST seminar? And is human understanding what we're really after? I hope we're aiming much higher than that!

We should say what we mean, and the original mission statement did. The new (1982) mission statement invites interpretation and conjecture. It's poorly drafted.

If I had read this in the Constitution when I was first introduced to Toastmasters, I would not have joined. I would have just zeroed in on the verbiage and figured, uh-uh, another humanist organization created by

liberals pushing a socialist agenda.

*Patty Nottoli
Chatsworth, California*

Evasive Response

I enjoyed reading the January issue. I was particularly fascinated by the article, "How to work with the Media" by Lin Gensing.

As Toastmasters become more visible its more likely that they will need to respond to the media. I was somewhat taken aback, however, by the author's suggested response to questions that make you feel uncomfortable or take you off guard: "I'm sorry, but I can't address that issue."

I tend to think that this response is too evasive. "I'm sorry" is an overused expression and in some circles could be considered self-demeaning. Rarely is this expression ever appropriate. "I'm not at liberty to comment on that" is a more appropriate response.

*David J. Keen
Red Barn Club 5144-2
Seattle, Washington*

Doublespeak Clarified

I'm all for elimination of doublespeak ("Don't Be Guilty of Double-speak," April) but the article by Charles Downey contains some errors.

One of the items listed on page 15, "controlled flight into terrain," is an example. In aircraft accident investigations it's important to distinguish between controlled flight into terrain, which indicates that the pilot was in control and that no malfunction of the aircraft or its equipment existed, and uncontrolled flight into terrain, which indicates a malfunction beyond the pilot's control.

Another example is "ordinance," which is a law set forth by governmental authority, specifically a municipal regulation. "Ordinance" means military supplies including weapons, ammunition, etc. An "incontinent ordinance" would seem to be a municipal regulation prohibiting a person from relieving himself in public!

*Richard A. Freedman, DTM
San Diego, California*

How to Get Your Speeches Published

Continued from page 18

• **"Work-for-hire"** means the magazine will pay you as though you were a staff writer, and you have no rights to your work. Sometimes beginners will do work-for-hire to get published, but most consider it out of the question. Again, it's your choice.

• **"Rights"** to the article belong to you until you sell them to the magazine. Different magazines purchase different rights. "All rights," "first American serial rights," "reprint rights," or "foreign rights" might be a few phrases you'll see. *Writer's Market* defines all of these rights, which are negotiable, so learn what your options are.

• **"Payment on acceptance"** or **"payment on publication"** indicates how long it will take to get your money. "On acceptance" is better, and usually much sooner, than "on publication." But, again, beginners sometimes have to take what they can get.

Take at face value anything in the acceptance letter. If the editor gives you a deadline, meet it. If suggestions are offered, follow them. Remain flexible.

For example, Ray's editor likes his idea, but doesn't want a first-person story. The editor also wants to include one or two other people's stories. If Ray wants to sell the article, he'll talk to some people in his diabetes support group and write their stories along with his—told in third person.

Writing the article

Now you're ready to write. If your editor likes the idea exactly as you submitted it, you can use your speech almost verbatim. If the editor has some suggestions, start with your speech and then make the necessary changes.

"Write the way you speak" is a popular writing maxim, and with good reason. People don't want to read stiff, unapproachable prose. They want it to be conversational, friendly. Since you're writing from a speech, write it just the way you said it, and you'll have achieved a conversational tone.

Once you have your speech written down, you'll want to edit it. This is where writing and speaking diverge. As a writer, you need to make sure you have commas and other punctuation in the right places, words spelled correctly, complete sentences with a subject and a verb, and paragraphs that convey a single point.

Pay attention to how your writing appears on the page. Since this is a visual communication, paragraphs shouldn't be too long and intimidating. Don't use too many colloquialisms, and avoid cliches, unless you're using them to make a point. If grammar isn't your strong point, enlist the help of a friend who knows grammar or dig out your high school grammar text. The rules are still the same.

Next, read aloud what you've written. Does it sound stiff? Try to write it the way you spoke it.



Hone your idea, find a new approach, narrow your topic and send out more queries.

Does it sound awkward? Long sentences can be broken into two or more sentences. Phrases that don't make sense can be rearranged. Does it sound choppy? Combine sentences, cut sentences, clarify your point.

Keep polishing your article the way you polish your speech—over and over until it's just right. Ask other people—your fellow Toastmasters for starters, to read it and give an honest opinion.

Preparing the manuscript

The writing is complete, and all you have to do now is send your article to the editor and wait for a response. Whether you use a computer or a typewriter, following these basic rules will ensure a professional looking manuscript:

• Always use a dark ribbon, especially if you have a dot matrix printer. Although editors don't usually like the dot matrix, you can make it more readable by using a new ribbon and good quality paper.

• On the first page, in the upper left-hand corner, type your name, address, telephone number and Social Security number. In the opposite corner type the word count and your copyright notice—e.g. Copyright 1988, Ann Smith.

• Double-space several times and type the title of the article in capital letters. Under the title type "by" and your name.

• Double-space twice and begin your manuscript. Always double-space the entire article so the editor can read it easily. Your margins should be about 1-1/4 inches on all sides.

• On each page after the first, in the upper left-hand corner, type your name and the page number.

• At the end of the article, double space a few times and type "end."

• Follow any other guidelines your editor has given you. This shows you're cooperative, professional and detailed.

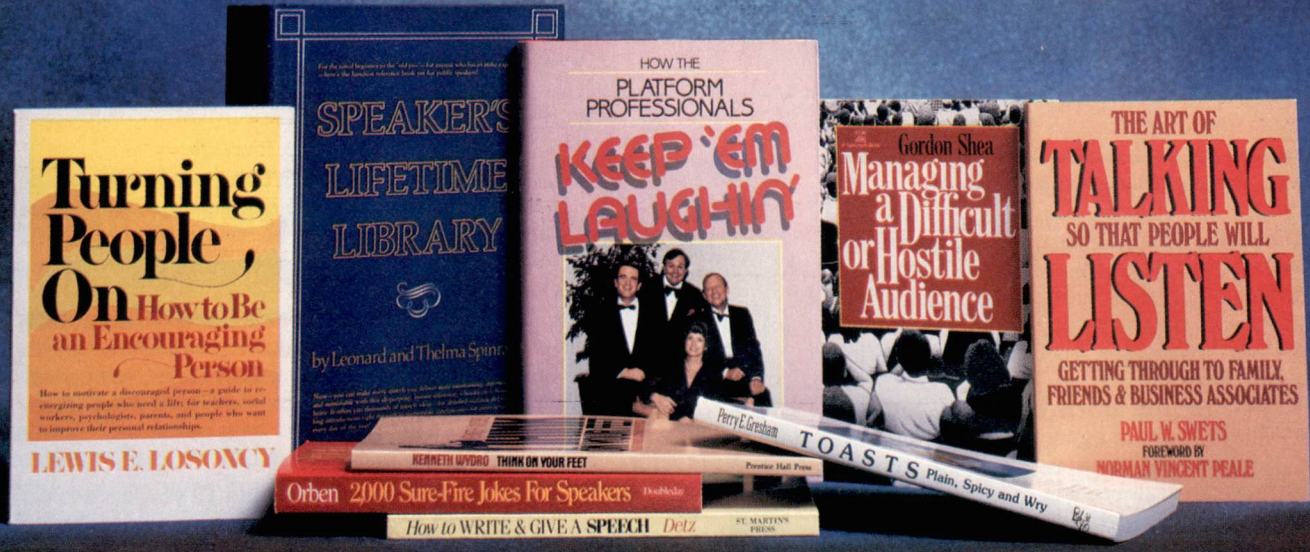
• When you mail the manuscript, make sure you have adequate postage.

That's all there is to it. If you enjoy the challenges and rewards of your first publishing experience, keep at it. Practice writing in different styles, take a class, send out more queries and read books about writing. Before long, you'll feel confident and competent.

As your writing improves, so will your speaking. Just think—now that you've sold your first article, you can give your next Toastmasters speech on how you did it!

Editor's Note: The Toastmaster magazine is always looking for good articles written by Toastmasters. If you're interested, please contact the Publications Department and we'll gladly mail you a copy of our *Writer's Guidelines*.

Neysa C.M. Jensen, a former Toastmaster, is a professional writer residing in Minneapolis, Minnesota. Her articles have appeared in various magazines. She also writes children's books.



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